



**LRM**  
PLANNING  
LIMITED



# PRE-APPLICATION CONSULTATION REPORT

## Land at Northcliffe Lodge, Northcliffe Drive, Penarth

Full Planning Application for 30 apartments

Prepared by LRM Planning Limited

MAY 2017



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# 1. Introduction

- 1.1 This Pre-Application Consultation Report has been prepared on behalf of the applicant Celtic Developments (Penarth) Ltd, to accompany a full planning application (resubmission) for residential development on land at Northcliffe Lodge, located off Paget Place, Penarth. The proposed development comprises of the demolition of the existing dwelling and outbuilding, including the construction of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works. See appendix 1 for the site location.
- 1.2 This report and the exercises undertaken and described within it, have been carried out in accordance with legislation provided by the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016. As the scheme proposes buildings where the total floor space to be created is 1,000 square meters or more, the development is categorised as being a 'major' development requiring the statutory consultation process to be undertaken.
- 1.3 This report outlines the legislative framework of the mandatory exercise; the methodology used; the outcome of the statutory exercise; the applicants' response to comments received; and a conclusion of the main findings and the applicants' future intentions.
- 1.4 It should be noted that prior to the commencement of the statutory pre-application consultation process the design team also presented the scheme to the Design Commission for Wales (February 2017). To avoid any potential confusion the feedback received from the Design Commission is not discussed within this report but is instead considered under the accompanying addendum Planning Statement.



## 2. Statutory Pre-Application Consultation requirements

- 2.1 This Pre-Application Consultation Report has been prepared in line with national legislation provided by the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016. A summary of key requirements is provided here.

### **Display of site notices**

- 2.2 The developer must display a site notice in at least one place on or near the land to which the proposed application relates for a period of no less than 28 days before submitting an application for the proposed development. It is at the discretion of the developer if the consultation period is to last longer than 28 days.

### **Publication of draft planning application**

- 2.3 The developer must make the draft planning application information available publicly. This must include draft planning application forms; scaled site location plan; all other scaled plans (site layout, floor plans, elevations); Design and Access Statement; and any information that would be needed to comply with any local validation requirements of the Local Planning Authority.

### **Advertisement to interested local persons and specialist consultees**

- 2.4 The developer must write to any owner or occupier of any land adjoining the land to which the proposed application relates. It is at the discretion of the developer as to whether this advertisement extends beyond the mandatory requirements. The developer must also consult 'community consultees' (local/community council and Ward Councillors); and 'specialist consultees'. Specialist consultees comprise the list of consultees in schedule 4 of the Town and Country Planning (Development Management Procedure) (Wales) Order 2012 as amended by the 2016 Order. Within this list, the developer must identify the relevant specialist consultees depending on the site and its context.

### **Summary of responses received**

- 2.5 Following the 28-day period, the developer must review and summarise the responses that were provided from all persons and bodies within the consultation period.

### **Resulting actions from responses received**

- 2.6 The developer must provide comments as to how each response received has been considered and, where required, addressed through the application.



## 3. Methodology

- 3.1 The requirements of the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016 were adhered to through the pre-application consultation process undertaken. The following paragraphs outline the methodology that LRM Planning has undertaken on behalf of the applicant in respect of the proposed residential development at Northcliffe Lodge, Penarth.

### **Display of site notices**

- 3.2 Bilingual site notices were produced and displayed on site at two locations. One set was attached to a lamp post/column at Paget Place, adjacent to proposed site entrance into the site, and therefore highly visible to any vehicular traffic passing the site. A second site notice was posted on the gated access to the existing property known as Northcliffe Lodge, accessed at the end of Northcliffe Drive. The site notices were erected on Wednesday 5<sup>th</sup> April 2017 and were retained in place until Thursday 4<sup>th</sup> May, ensuring that the minimum 28 day period was covered. A copy of the site notices is available at appendix 2, and a map and photographs showing the location of the displayed site notices is available at appendix 3. A declaration of the positing of the site notices is supplied at appendix 4.

### **Publication of draft planning application**

- 3.3 On Wednesday 5<sup>th</sup> April 2016, LRM Planning, acting as agent, displayed a draft planning application package on its website ([www.lrmplanning.com](http://www.lrmplanning.com)), posted notices and sent out emails and hand delivered letters to neighbouring residents. This was a day ahead of the formal start date to ensure that the draft application was available to view by interested parties for the minimum consultation period. The information displayed on the LRM Planning website comprised the following:

- Draft planning application forms;
- Draft Design and Access Statement
- Transport Statement;
- Ecological Statement;
- Bat and Reptile Surveys;
- Biodiversity Survey;
- Tree Survey;
- Stability Desktop Report;
- Preliminary Slope Stability Report;
- Site Location Plan;
- Block A – Proposed Layout Plan;
- Block B – Proposed Layout Plan;
- Block C – Proposed Layout Plan;
- Proposed Roof Plan;
- Parking Amendments;



- Block A North Elevation;
- Block A South Elevation;
- Block B North Elevation;
- Block B South Elevation;
- Block C North Elevation;
- Block C South Elevation;
- A – Section Aa;
- Topography;
- Proposed Levels;
- Finishes;
- Drainage;
- Site Sections;
- Vehicle Tracking
- Landscape – existing Features and Proposals Over
- Landscape – Landscape Proposals;
- Landscape – Planting Schedule; and
- Landscape – Planting Beds.

### **Advertisement to interested local persons and specialist consultees**

- 3.4 A copy of the letter and notice issued to local owners and occupiers of the surrounding dwellings/land is provided at Appendix 5 and 2 respectively, whilst a list of all of those consulted is provided at Appendix 6.
- 3.5 An email and a copy of the site notice were issued to the following persons/bodies in their roles as local members and community council for the locality:
- **Cllr. Lis Burnett** as a Ward Member for St Augustines;
  - **Cllr. Gwyn Roberts** as a Ward member for St. Augustines;
  - **Penarth Town Council** as the relevant town or community council.
- 3.6 A copy of the email and notice issued is provided at appendix 7 and 2 respectively.
- 3.7 An email and a copy of the site notice were issued to the following bodies in their roles as identified specialist consultees in accordance with the requirements listed in the table under schedule 4 of the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016:
- **Vale of Glamorgan Highways** – as the development results in the formation of a new means of access to an adopted highway;
  - **Dŵr Cymru Welsh Water** – as the water and sewerage undertaker;
  - **Cadw** – as the site is located within 0.5ha from a Scheduled Monument in the form of St Augustines Churchyard Cross;
  - **Natural Resources Wales** – the site is located within 2km of the Severn Estuary Special Area of Conservation (SAC), Special Protection Area (SPA), Ramsar and SSSI situated approximately 280m away from the proposed development site at its closest point;



- **Cardiff County Council** – as the site is located close to the boundary with the neighbouring authority.

3.8 A copy of the email and notice issued to specialist consultees is provided at appendix 8 and 2 respectively.





## 4. Statutory Pre-Application Consultation results

- 4.1 A copy of all written responses from neighbouring landowners or occupiers, with personal details excluded, is provided at appendix 9. Appendix 10 includes the response received from Penarth Town Council, whilst appendix 11 shows the responses received from specialist consultees.
- 4.2 During the 28-day period from 4<sup>th</sup> April, the responses received can be summarised as follows:
- There were 47 no. responses in total from local residents;
  - 27 of these are regarded as objections, with 5 replies received raising specific issues of concern, whilst the remaining 22 representations were formed by signed and dated template letters which sought to object to the principle of the proposal without identifying any specific areas of concern;
  - 2 letters received are regarded as neutral, neither raising support or objection to the scheme, with one of the letters posing a question;
  - 18 individual responses were received in support of the application;
  - In terms of community and specialist responses, a letter of objection was received from Penarth Town Council whilst 3 no. responses were from the specialist consultees, including CADW, Dŵr Cymru Welsh Water and Natural Resources Wales, who all raise no objection.
- 4.3 It should be noted that one of the 22 letters of objection in the template form was damaged and received after the consultation page. This letter is included in appendix 9 along with a copy of the explanation provided by the Royal Mail. Despite the letter having been received outside of the consultation period, given the circumstances, this letter has been taken into account by this report. Furthermore, whilst the letter was damaged and sections missing, it is clearly one of several similar letters received and so this has not affected the analysis.

### Neighbour and Councillor comments

- 4.4 No responses were received from the ward members but, as mentioned above, 47 responses were received from local residents. The issues of concern, including a query, raised within the negative or natural responses (from a total of 29) are summarised in the following table:

| Comment                    | Number of Respondents | Town Council |
|----------------------------|-----------------------|--------------|
| Objection to the principle | 22                    |              |



|  |   |   |
|--|---|---|
| Concern over existing and proposed site access                                       | 3 |   |
| Concerns with slope stability  | 3 |   |
| Loss of healthy and mature trees and general loss of habitat                         | 2 | 1 |
| Loss of view   | 2 |   |
| Query over the level of car parking and adequacy of provision                        | 2 |   |
| Impact upon bat population   | 1 | 1 |
| Adverse visual impact including the setting of the Custom House and Marina Buildings | 1 | 1 |
| Impact upon settling of the Conservation Area  | 1 |   |
| Impact upon the iconic headland site   |   | 1 |
| Impact upon Penarth's history  | 1 |   |
| Noise and disturbance  | 1 |   |
| Overbearing impact of block c  | 1 |   |
| Overdevelopment of the site  |   | 1 |

4.5 A potential failing of the pre-application consultation process is that the residents are not specifically asked to declare their support or otherwise for the scheme. It is often the case that those who support the scheme are unlikely to declare this view as there is little incentive to do so, compared with the potential incentive of placing an objection. Notwithstanding this, a large proportion of the responses received from members of the public were in support of the development. The table below looks to summarise the comments received from the letters/emails supporting the proposal (from a total of 18 responses).

| Comment                 | Number of Respondents |
|-------------------------|-----------------------|
| Welcomes the design     | 15                    |
| Positive visual impact  | 12                    |
| Delivery of new housing | 5                     |
| General Support         | 4                     |
| Sustainable development | 2                     |

4.6 The results show that more objections were received compared to the number of representations of support. This is not unusual given that objecting residents are usually more vocal often motivated by the prospect of stopping or stifling a development. What is somewhat surprising is that the majority of the objection letters



received were identical template letters which sought to register an objection to the principle without reference to the amended design. Only 5 individual letters/emails of objection were received compared to 18 emails/letters of support.

- 4.7 All comments that were received within the consultation window, were presented to the developer and are addressed in chapter 5 with applicants' responses.

### **Statutory bodies' responses**

- 4.8 The responses received from Dwr Cymru Welsh Water, Natural Resources Wales and Cadw all gave comments of no objection. No responses were received from the other specialist consultees consulted.
- 4.9 **Cadw** in raising no objection they confirm the planning policy context in respect of heritage assets and the proximity of the site in relation to the scheduled monument. The full text of this response is available within appendix 11.
- 4.10 **Dŵr Cymru Welsh Water** raise no objection provided standard advice making the applicant aware of the location of its apparatus in relation to the site. The full text of this response is found within appendix 11.
- 4.11 **Natural Resources Wales** raise no objection to the scheme, acknowledging the surveys and report work previously undertaken, instead deferring consideration to the LPA's ecologist. The full text of this response is available within appendix 11.
- 4.12 The response received from **Penarth Town Council**, formed an objection to the proposal, stating that they wished to reaffirm the concerns raised against the previous submission including loss of trees, loss of habitat/impact upon bats, detrimental impact upon iconic headland, overdevelopment of the site and impact upon the Custom House and Marine Buildings. These comments are accounted for with the summary table above. The full text of this response is available within appendix 10.



## 5. The applicants' response

- 5.1 As required by the legislation governing the pre-application consultation, this chapter identifies comments received and provides the applicants' response to each of these in planning terms.
- 5.2 The analysis is predicated upon grouping comments on a similar topic together. The tables in section 4.4 and 4.5 have sought to summarise all of the responses received from local residents, including the Town Council, not only in terms of objections raised but also queries together with comments of support.
- 5.3 The comments raised are ordered in terms of frequency i.e. the comment made by most respondents are addressed first, and the comments that arose on the fewest occasions are dealt with last.

### **Objection to the principle of the proposal (Objection)**

- 5.4 **Nature of comment:** The template letter received from certain neighbouring residents wished to raise objection stating that their concerns were the same as those raised against the previous scheme and that they wish to reserve the right to submit more detailed comments at a later stage.
- 5.5 **Applicants' response:** The objections received are noted and recorded within this report. Whilst the previous scheme was refused by planning committee, the application was supported by Officers who had recommend approval, positively appraising all of the various issues raised during the original appraisal process. The objectors will have a further opportunity to make representation to the LPA once the application is formally submitted.

### **Welcomes the design (Support)**

- 5.6 **Nature of comment:** Comments received supporting the design approach.
- 5.7 **Applicants' response:** The comments of support received are welcomed by the applicant. Significant effort has gone into the design of the development, including the more recent design improvements which have been made, and it is pleasing that this effort has been acknowledged by residents.

### **Positive visual impact (Support)**

- 5.8 **Nature of comment:** Comments received in relation to the positive impact the development will have upon the appearance of the site and wider area.
- 5.9 **Applicants' response:** Again, in light of the effort that has been put into the design of the development, which has sought to ensure that the scheme disseminates into the landscape, it is pleasing that this effort has been recognised by the wider community.



### **Delivery of new housing (Support)**

- 5.10 **Nature of comment:** Comment supporting the delivery of new homes for the community.
- 5.11 **Applicants' response:** The scheme will deliver 30 apartments which will not only make an important contribution towards the delivery of new homes but will also help to support local businesses through the additional investment and spending which the development will bring about.

### **General support (Support)**

- 5.12 **Nature of comment:** General comments of support for the development.
- 5.13 **Applicants' response:** The applicant is pleased that members of the community have recognised the positive contribution that the scheme will make and have voiced their support.

### **Concern over existing and proposed site access (Objection)**

- 5.14 **Nature of comment:** Concern is raised over the suitability of the proposed site access from a highway safety point of view, especially during peak periods, and also over the retention of the existing access via Northcliffe Drive.
- 5.15 **Applicants' response:** The proposed site access has been carefully considered taking on board the comments raised by the Vale of Glamorgan Highway Officers during the appraisal of the previous scheme. It is therefore considered that the final design is appropriate and in accordance with the relevant technical design guidance. The accompanying Transport Statement has also considered issues of access and traffic generation and concludes that the scheme is acceptable in terms of highway safety and traffic impact. The proposed access via Paget Place replaces the existing access via Northcliffe Drive which will be stopped up as part of the proposals. The applicant notes that Officers were previously intending to impose a condition to address this matter.

### **Concerns over slope instability (Objection)**

- 5.16 **Nature of comment:** Concerns are raised over the cliff/headland position and the impact of the development on slope stability.
- 5.17 **Applicants' response:** The issue of slope stability has been carefully considered by the applicant who has commissioned geotechnical engineers Terra Firma (Wales) Ltd to act in this respect. Following the completion of a desk-top study further site investigation work and analysis was subsequently completed in November 2016 concluding that the further work completed had confirmed that there was not an unacceptable risk of slope failure, recommending further investigation to be completed in due course prior to commencement of development. It is common for



further/complete site investigation work, to include further testing, monitoring and analysis, to be completed once permission has been granted but prior to the commencement of construction. It should be noted that Officers previously accepted these conclusions and promoted the use of appropriately worded conditions to secure the further detailed information which will be required in due course.

### **Loss of healthy and mature trees and general loss of habitat (Objection)**

- 5.18 **Nature of comment:** Concern is raised over the loss of tree coverage and the potential loss of habitat/biodiversity interest.
- 5.19 **Applicants' response:** It is recognised that some of the trees within the site are protected. A tree survey has however revealed that many of the trees to be removed, are either of poor condition and are recommended for removal or are of lower quality. A comprehensive landscaping scheme has accordingly been prepared to support the revised design which will provide mitigatory tree planting to the satisfaction of the Council's Tree Officer, who raised no objection to the previous scheme. Furthermore, all required ecological surveys have been completed. Both NRW and the Council's ecologist raised no objection to the previous application subject to the implementation of the Biodiversity Strategy which has been prepared to accompany the design.

### **Sustainable development (Support)**

- 5.20 **Nature of comment:** Comment raised about the delivery of housing within a sustainable location.
- 5.21 **Applicants' response:** The site is located within a very sustainable location in walking and cycling distance of Penarth Town Centre and Cardiff Bay and Cardiff. The scheme is therefore considered, in land use policy terms, to be fully in accordance with both Planning Policy Wales and the Development Plan, and the applicant is pleased that this is recognised by residents.

### **Loss of view (Objection)**

- 5.22 **Nature of comment:** A number of the respondents raised concern over the impact that the development would have on their view.
- 5.23 **Applicants' response:** Loss of view is not a material planning consideration. Notwithstanding this is important to note that careful consideration has gone into the landscaping of the site including the site access so as to soften the impact of the development into the landscape. More detailed consideration of design approach and assessment of landscape impact is contained within the accompanying report Design and Access Statement and with the report prepared by EDP.

### **Query over the level of car parking and adequacy of provision (Neutral/Objection)**



5.24 **Nature of comment:** Comment is raised over the level of car parking provided and the suitability of the amount of provision to meet the needs of the future occupants.

5.25 **Applicants' response:** In recognition of the sites sustainable location, and in accordance with planning guidelines, the scheme provides each of the units with one dedicated car parking space and access to cycle parking/storage. Furthermore, the development provides 6 visitor parking spaces giving rise to a total of 36 car parking spaces. The scheme also involves the rationalisation of the existing parking area of Northcliffe apartments with a total of 25 parking spaces provided which constitutes an increase in their existing parking provision.

### **Impact upon bat population (Objection)**

5.26 **Nature of comment:** Concerns raised over the potential impact upon bat population.

5.27 **Applicants' response:** All required ecological surveys, including a bat inspection of the existing building and subsequent bat surveys have been completed. The bat survey found no evidence of bats using the building. Both NRW and the Council's ecologist were previously consulted and subsequently raised no objection to the previous application subject to the implementation of the Biodiversity Strategy which has been prepared to accompany the scheme.

### **Adverse visual impact including the setting of the Custom House and Marina Buildings (Objection)**

5.28 **Nature of comment:** Concern is raised over the potential impact that the development will have upon the landscape including the setting of the Custom House and Marine Buildings.

5.29 **Applicants' response:** In recognition of this concern the applicant has commissioned an Impact Assessment, prepared by Buzzbox, whilst a Heritage Impact Assessment has also been undertaken by EDP which has sought to undertake a full and detailed analysis of the site and its setting, in order to accurately assess its wider visual impact together with the impact upon the adjacent heritage assets, including the Conservation Area, the Custom House and Marina Buildings and St Augustine's Church. The report concludes that whilst the proposals will result in 'change', the scheme will not have a significant impact upon the setting of the adjacent listed buildings. Neither the Councils Conservation Officer or Cadw previously raised objection to the scheme, which has now been enhanced through revised and supplementary information.

### **Impact upon setting of the Conservation Area (Objection)**

5.30 **Nature of comment:** Concern is raised over the potential impact upon the setting of the Conservation Area.



- 5.31 **Applicants' response:** As mentioned above, in recognition of this concern the applicant has commissioned EDP to undertake a thorough assessment of sites setting, in order to accurately assess the potential impact of the development upon the both landscape and adjacent heritage assets, including the Conservation Area. The report concludes that whilst the proposals will result in 'change', the overall contribution that the site has upon the setting of the Conservation Area will be preserved. Neither the Councils Conservation Officer or Cadw previously raised objection to the scheme which is now considered to have been enhanced through revised and supplementary information.

### **Impact upon the iconic headland site (Objection)**

- 5.32 **Nature of comment:** Concern raised over the potential impact upon the iconic headland.
- 5.33 **Applicants' response:** As already mentioned, in response to this issue the applicant commissioned Buzzbox to prepared an Impact Assessment, assessing the wider visual impact of the development from surrounding views. This document demonstrates that the scheme will have a negligible impact upon most views of the site without significantly effecting most view of the headland. The scheme will be more apparent from more immediate views of the site from the marina and barrage area. The report prepared by EDP assesses these impacts and considers them to be, at worst, moderate/minor. It is noted that Officers previously raised no objection to the scheme on grounds relating to visual impact. In recognition of this concern the applicant has however made a number of changes to the design to help reduce its scale and massing and through changes to material choice which will further help to settle the scheme into the landscaped backdrop.

### **Impact upon Penarth's history (Objection)**

- 5.34 **Nature of comment:** Concern is raised over the loss of Penarth's history.
- 5.35 **Applicants' response:** The existing building, known as Northcliffe Lodge, is not protected, either statutorily or locally and is not considered to be any historical value dating back to the 1940's. The current building is a re-interpretation of the original lodge which once accompanied the original Northcliffe House, both now demolished. As already mentioned, the heritage impact of the development has been considered through the work undertaken by EDP. Neither the Councils Conservation Officer or Cadw previously raised objection to the scheme which has now been enhanced through the provision of revised and supplementary information.

### **Overbearing impact of block B (Objection)**

- 5.36 **Nature of comment:** Concern is raised over the end element of block B, its height, which is alleged has increased, and its overbearing impact.
- 5.37 **Applicants' response:** This aspect of the design has changed most compared to the





original design with the end element of block B being separated from the main block and its height reduced. This is demonstrated within the supporting drawings and explained/illustrated in more detail within the accompanying Design and Access Statement. Officers previously raised no issue to the previous design in relation to impact upon residential amenity and given the changes hereby approved, it is the applicants view that the proposal will not give rise to any concerns in respect of overbearing or other similar un-neighbourly impacts.

### **Noise and disturbance (Objection)**

- 5.38 **Nature of comment:** Concern is raised over general noise and disturbance which the implementation of the development would generate.
- 5.39 **Applicants' response:** Whilst it is inevitable that the construction process will result in some level of disturbance during this period, the applicant would look to keep these impacts, including noise generation, disturbance, dust etc to a minimum. The developer would ensure that standard construction hours are adhered too whilst details relating to construction management including construction access, site compound, delivery times/routes, dust suppression techniques, wheel washing etc would usually be submitted to and agreed with the LPA prior to the commencement of any work. Furthermore, as mentioned above, the existing access via Northcliffe Drive is to be stopped up which will prohibit access from future residents which will further limit any impacts upon the adjacent neighbouring properties.

### **Overdevelopment of the site (Objection)**

- 5.40 **Nature of comment:** Concern is raised relating to the overdevelopment (overcrowding) of the site.
- 5.41 **Applicants' response:** It is not considered that the scheme is overdeveloped but accords with Development Plan policies and National Planning Guidance which promotes the efficient reuse of previously developed land within the most sustainable locations. The previous scheme demonstrated that many of the issues which are often seen as symptoms of overdevelopment were suitably addressed within the development, matters such as on-site amenity provision, car/cycle parking, refuse storage and collection, residential amenity, scale and massing, proximity and relationship to adjacent properties etc. The amended design has sought to make a number of improvements to the scale, massing and visual impact of the development compared to the previous design and as such it is the applicant's assertion that there are no grounds for the scheme to be considered as an overdevelopment of the plot but that it in fact accords with guiding principles of Planning Policy Wales.

### **Specialist consultee responses (No objection)**

- 5.42 **Nature of comment:** As mentioned previously, none of the specialist consultees raised objection to the development.



5.43 **Applicants' response:** The applicant acknowledges the fact that, once again, none of the specialist consultees raise objection to the development.



## 6. Conclusions

- 6.1 This Pre-Application Consultation Report has been prepared to accompany a full planning application (resubmission) for residential development on land at Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth. The proposed development comprises of the demolition of the existing dwelling and outbuilding, including the construction of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works.
- 6.2 The Report is a statutory requirement and addresses all matters required by article 1 of the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016.
- 6.3 It has been demonstrated herein that the applicant has undertaken all measures necessary to comply with the guidance, in some areas exceeding the minimum requirements.
- 6.4 Alongside the planning application, this report demonstrates that the issues raised through the consultation have either been addressed as part of the application; justified in planning terms; or are not material planning considerations that require further amendment.
- 6.5 The finalised proposals that form part of the planning application are therefore considered to be the result of an iterative process that has engaged the local community. It is also asserted that the development is entirely appropriate given its context, and for these reasons, as well as the considerations put forward in the other supporting documents, it is considered that the Vale of Glamorgan Council should recommend the approval of this planning application.

***LRM Planning***  
***May 2017***



## Appendix 1 – Site Location Plan

318800m

318900m

319000m

172500m

172400m

172300m



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NOTE: APPLICATION BOUNDARY SHOWN IN RED. AREAS FOR DEMOLITION SHOWN IN GREEN

PROJECT  
LAND AT NORTHCLIFF

DRAWING  
LOCATION PLAN

|        |                          |                          |                          |                                     |
|--------|--------------------------|--------------------------|--------------------------|-------------------------------------|
| STATUS | PRELIMINARY              | INFORMATION              | APPROVAL                 | PLANNING                            |
| TENDER | <input type="checkbox"/> | B REGS                   | <input type="checkbox"/> | CONSTRUCTION                        |
|        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

SCALE  
1:1250 @ A4  
DATE  
NOV 15

DRAWN  
VC

DRAWING NO.

1321/L01C

**LOYN & CO ARCHITECTS**  
 21 VICTORIA ROAD PENARTH VALE OF GLAMORGAN CF64 3EG  
 T: +44 (0)129 20711432  
 F: +44 (0)129 20402784  
 E: architecture@loyn.co.uk



## Appendix 2 – Site Notice

## **PUBLICITY AND CONSULTATION BEFORE APPLYING FOR PLANNING PERMISSION NOTICE**

### **Town and Country Planning (Development Management Procedure) (Wales) Order 2012**

**Purpose of this notice:** This notice provides the opportunity to comment directly to the developer on a proposed development prior to the submission of a planning application to the local planning authority ("LPA"). Any subsequent planning application will be publicised by the relevant LPA; any comments provided in response to this notice will not prejudice your ability to make representations to the LPA on any related planning application. You should note that any comments submitted may be placed on the public file.

**Proposed development at:** Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan, CF64 1DQ

**I give notice that:** Celtic Developments (Penarth) Ltd.

**Is intending to apply for planning permission for:** Demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works

**You may inspect copies of:**

- The proposed application;
- The plans; and
- Other supporting documents.

**Online at:** [www.lrmplanning.com](http://www.lrmplanning.com)

**Computer facilities are available to view this information online at:** Penarth Library, Stanwell Road, Penarth, CF64 2YT, which is open on Monday to Saturday. Opening hours are generally 10am to 5pm, with extended hours on Thursdays (10am to 7pm) and early closing on a Saturday (10am to 4pm).

**Anyone who wishes to make representations about this proposed development must write to the applicant/agent at:**

**Email:** [admin@lrmplanning.com](mailto:admin@lrmplanning.com)

**Address:** LRM Planning, 22 Cathedral Road, Cardiff, CF11 9LJ

**All responses must be received by:** 4<sup>th</sup> May 2017

## CYHOEDDUSRWYDD AC YMGYNGHORI CYN GWNEUD CAIS AM GANIATÂD CYNLLUNIO

### Gorchymyn Cynllunio Gwlad a Thref (Gweithdrefn Rheoli Datblygu) (Cymru) 2012

**Diben yr hysbysiad hwn:** Mae'r hysbysiad hwn yn rhoi cyfle i wneud sylwadau yn uniongyrchol i'r datblygwr ynglŷn â datblygiad arfaethedig cyn cyflwyno cais am ganiatâd cynllunio i'r awdurdod cynllunio lleol ("ACLI"). Bydd unrhyw gais cynllunio dilynol yn cael ei hysbysebu gan yr ACLI perthnasol; ni fydd unrhyw sylwadau a ddarperir gennych wrth ymateb i'r hysbysiad hwn yn lleihau dim ar eich gallu i gyflwyno sylwadau i'r ACLI ar unrhyw gais cynllunio cysylltiedig. Dylech nodi y gellir gosod unrhyw sylwadau a gyflwynir gennych yn y ffeil gyhoeddus.

**Datblygiad Arfaethedig yn:** Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan, CF64 1DQ

**Rwyf yn hysbysu bod:** Celtic Developments (Penarth) Ltd

**Yn bwriadu gwneud cais am ganiatâd cynllunio i:** Dymchwel adeiladau presennol ac yr adeiladau allanol, codiad o 30 o fflatiau. Mynedfa newydd yn cynnwys newidiadau i ardal barcio gerllaw. Plannu coed newydd a thirlunio yn cynnwys gwaith cysylltiedig.

#### Gellwch archwilio copïau o'r canlynol:

- y cais arfaethedig;
- y planiau; a
- dogfennau ategol eraill

**Ar-lein yn:** [www.lrmplanning.com](http://www.lrmplanning.com)

**Mae cyfleusterau cyfrifiadur ar gael i archwilio'r wybodaeth hon ar-lein yn:** Llyfrgell Penarth, Stanwell Road, Penarth, CF64 2YT, sydd ar agor o Ddydd Llun i Ddydd Sadwrn. Oriau agor cyffredinol yw 10yb to 5yh, gyda oriau estynedig o Ddydd Iau (10yb to 7yh) ac oriau cau gynnar ar Ddydd Sadwrn (10yb to 4yh).

**Mae'n rhaid i unrhyw un sy'n dymuno gwneud sylwadau ynglŷn â'r datblygiad arfaethedig hwn ysgrifennu at y ceisydd/yr asiant yn:**

**Cyfeiriad e-bost:** [admin@lrmplanning.com](mailto:admin@lrmplanning.com)

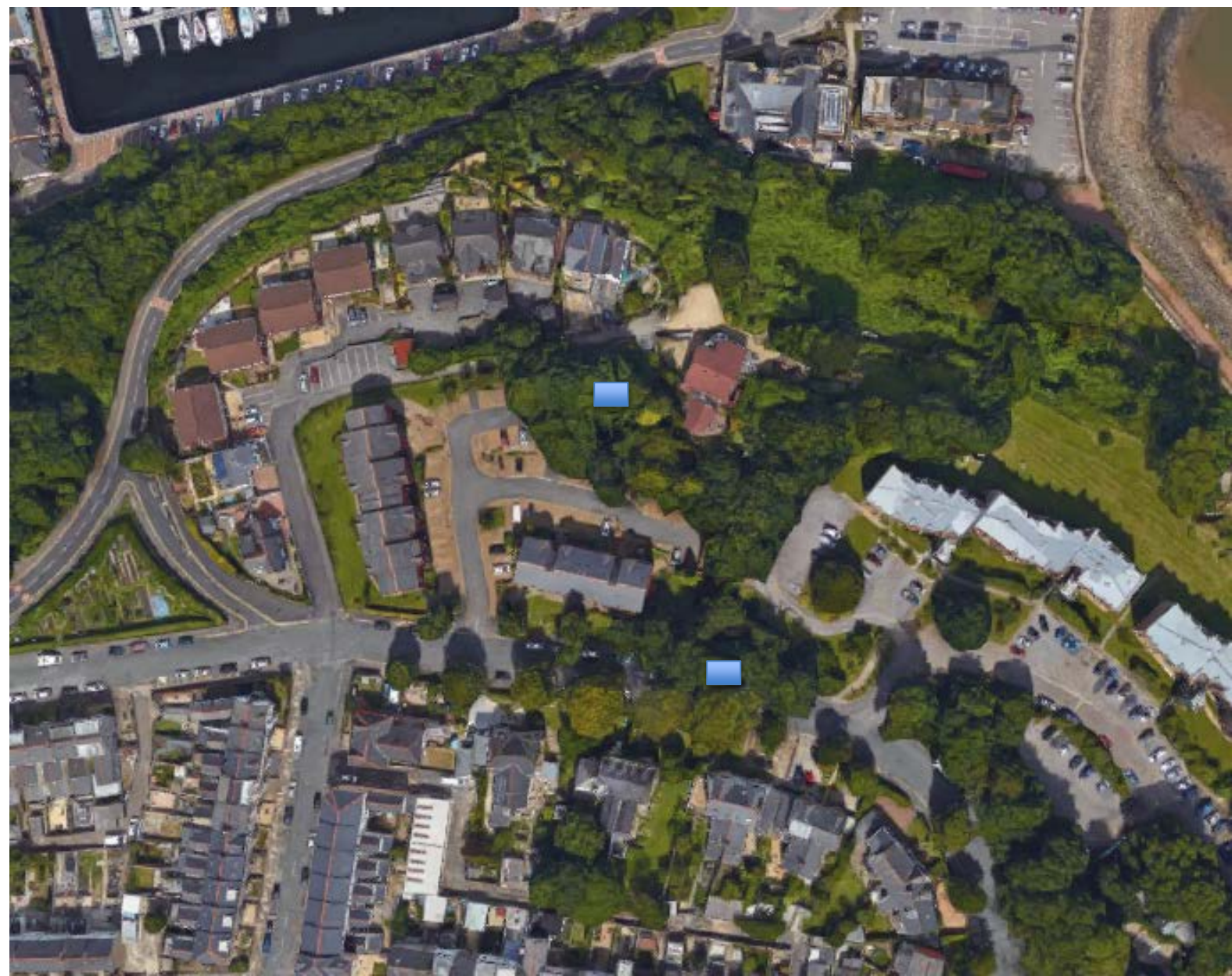
**Cyfeiriad:** LRM Planning, 22 Heol y Gadeirlan, Caerdydd, CF11 9LJ.

**Rhaid anfon ymateb i ddod i law erbyn:** 4<sup>ydd</sup> May 2017





## Appendix 3 – Photographs and Location Map of Site Notice



Key

■ Locations of Site Notices





WEEK CLUB  
1928

NOTICE



## Appendix 4 – Declaration of Display of Site Notice



## **DECLARATION OF DISPLAY OF SITE NOTICE**

### **Town and Country Planning (Development Management Procedure) (Wales) Order 2012**

|  |   |
|--|---|
| <b>I give notice that:</b>   | LRM Planning Ltd.   |
| <b>On behalf of:</b>   | Celtic Developments (Penarth) Ltd   |
| <b>Has correctly displayed bilingual site notices on site at:</b>                      | Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan, CF64 1DQ  |
| <b>Advising interested parties of the intention to develop the site in respect of:</b> | Demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works |
| <b>On:</b>   | Thursday 6 <sup>th</sup> April 2017   |
| <b>For a period of:</b>  | No less than 28 days  |
| <b>Declaration made by:</b>  | Sam Courtney, Director, LRM Planning  |

For more details, including number of site notices and location of displayed site notices, please see accompanying Pre-Application Consultation Report.



## Appendix 5 – Letter Issues to the Owner/Occupier



Date: 5<sup>th</sup> April 2017  
Our Ref: SC/15.130

The Owner or Occupier

**(HAND DELIVERED)**

Dear Sir or Madam,

**Publicity and Consultation Before Applying for Planning Permission Notice Under Articles 2C and 2D Town and Country Planning (Development Management Procedure) (Wales) Order 2012  
Demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works  
Northcliffe Lodge, Northcliffe Drive/Padget Place, Penarth, Vale of Glamorgan, CF64 1DQ**

LRM Planning is acting as planning agent to Celtic Developments (Penarth) Ltd in respect of the above proposal. We are writing to you as a nearby neighbour of the site to provide the enclosed notice and give you the opportunity to comment directly to the development team ahead of the formal planning application being made to the Local Authority.

The draft planning application can be viewed by visiting [www.lrmplanning.com](http://www.lrmplanning.com), then clicking on 'Public Consultations' and reviewing the information for Northcliffe. Should you wish to comment, please contact LRM Planning via the email or postal addresses provided below.

You will still have an opportunity to comment directly to the Local Authority once the application is submitted, but any comment you make now will also be issued to the Authority as part of a formal document. This will be produced following a period of 28 days, when the comments received will be reviewed, considered and responded to, in the form of a Pre-Application Consultation Report that will accompany the planning application. The planning application will be submitted to Vale of Glamorgan Council for consideration soon thereafter. The deadline for comments on this application is Thursday 4<sup>th</sup> May 2017.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Sam Courtney', with a stylized flourish at the end.

**Sam Courtney**  
Director  
LRM Planning Ltd





## Appendix 6 – Consultee List



### **Specialist Consultees (Emailed)**

Cardiff Council

CADW

NRW

Welsh Water Dŵr Cymru

Vale of Glamorgan Highways Dept.

Penarth Town Council

### **Town Council (Emailed)**

Penarth Town Council

| <b>Ward Members<br/>(St Augustines)<br/>(Emailed)</b> | <b>Address</b>                  |
|---|---------------------------------|
| Lis Burnett   | lburnett@valeofglamorgan.gov.uk |
| Gwyn Roberts  | groberts@valeofglamorgan.gov.uk |



## **Site Notice Erection (Posted 5<sup>th</sup> April 2017)**

On the gates to Northcliffe Lodge

On the lamp stand Adjacent to the proposed access

## **Neighbouring Properties (Letter Drop)**

1 to 37 Dyfed, Northcliffe, Penarth, CF64 1DX

5 to 12 (inc. 10a) Paget Place, Penarth, CF64 1DP

1 to 36 Mariners Heights, Penarth, CF64 1QJ

1 to 16 Vista Court, Northcliffe Drive, CF64 1DW

The Custom House, Penarth Marina, Penarth, CF64 1TT

Northcliffe Cottage, Northcliffe Drive, Penarth, CF64 1DQ

Ty Gwyn, Northcliffe Drive, Penarth, CF64 1DQ

The Ferns, 1 Northcliffe Drive, Penarth, CF64 1DQ

The Ferns, 2 Northcliffe Drive, Penarth, CF64 1DQ

Bryn Aber, 3 Northcliffe Drive, Penarth, CF64 1DQ

2 Harbour View Cottage, Northcliffe Drive, Penarth, CF64 1DQ

The Ferns, 1 Northcliffe Drive, Penarth, CF64 1DQ



## Appendix 7 – Email issued to the Town Council and Ward Members

## Sam Courtney

---

**From:** Sam Courtney  
**Sent:** 05 April 2017 15:28  
**To:** 'enquiries@penarthtowncouncil.gov.uk'; 'lburnett@valeofglamorgan.gov.uk'; 'groberts@valeofglamorgan.gov.uk'  
**Cc:** Jonathan Shields  
**Subject:** Statutory Pre-Application Consultation - Site at Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan  
**Attachments:** 170405 PAC Site Notice.pdf

Dear Councillors,

I am contacting you as part of the now mandatory pre-application consultation exercise on planning applications for major development.

This relates to a proposed development, which you will no doubt be aware of, by Celtic Developments (Penarth) Ltd for the demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works at the Northcliffe Lodge site, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan.

For transparency, this email is addressed to the following persons:

- **Councillor Lis Burnett**, as Ward Councillor for St Augustines, the Ward in which the site lies.
- **Councillor Gwyn Roberts**, as Ward Councillor for St Augustines, the Ward in which the site lies.
- **Penarth Town Council** as the local Town Council relevant to the site.

You will find attached a formal notice that provides information about the proposals and details on how to view the draft planning application, which is now available for viewing on our website at [www.lrmplanning.com](http://www.lrmplanning.com), and includes drawings, application forms, Design & Access Statement and other supporting documents.

The formal consultation begins tomorrow, **Thursday 6<sup>th</sup> April**, and runs for 28 days until **Thursday 4<sup>th</sup> May**. In accordance with the requirements of article 2E of the Oder, any consultation responses must be received by this date.

If you have any queries, please do not hesitate to contact me on the details provided below.

Kind regards,

**Sam Courtney** Director  
BA (Hons) MA (Uc) MRTPI

t: 02920 349737 m: 07833461425  
website: [lrmplanning.com](http://lrmplanning.com)  
twitter: [@lrmplanning](https://twitter.com/lrmplanning)

Correspondence Address: 22 Cathedral Road, Cardiff, CF11 9LJ  
Registered Address: Nyewood Court, Brookers Road, Billingshurst, RH14 9RZ



## Appendix 8 –Email issued to Specialist Consultees

## Sam Courtney

---

**From:** Sam Courtney  
**Sent:** 05 April 2017 15:27  
**To:** 'water.enquiries@dwrwymru.com'; 'cadw@wales.gsi.gov.uk';  
'enquiries@naturalresourceswales.gov.uk';  
'highwaydevelopment@valeofglamorgan.gov.uk'; 'development@cardiff.gov.uk'  
**Cc:** Jonathan Shields  
**Subject:** FW: Statutory Pre-Application Consultation -Site at Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan  
**Attachments:** 170405 PAC Site Notice.pdf

Dear Sir/Madam,

I am writing to you as a specialist consultee as defined by article 2(1) of the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, to serve the attached notice. This notice comprises a formal request for pre-application consultation comments under article 2D of the Order.

This relates to a proposed development by Celtic Developments (Penarth) Ltd for the demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, replacement tree planting and landscaping and associated works at the Northcliffe Lodge site, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan.

For transparency, this email is addressed to the following bodies/persons in accordance with the requirements listed in the table under schedule 4 of the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016:

- **Cardiff County Council** -as the site is located close to the boundary with the neighbouring authority.
- **Vale of Glamorgan Highways** – as the development results in the formation of a new means of access.
- **Dwr Cymru Welsh Water** – as the water and sewerage undertaker.
- **Cadw** – as the site is located within 0.5ha from a Scheduled Monument in the form of St Augustines Churchyard Cross.
- **Natural Resources Wales** – the site is located within 2km of the Severn Estuary Special Area of Conservation (SAC), Special Protection Area (SPA), Ramsar and SSSI situated approximately 280m away from the proposed development site at its closest point.

The formal notice attached provides information about the proposals, and gives details on how to view the draft planning application, which is now available for viewing on our website at [www.lrmplanning.com](http://www.lrmplanning.com), and includes drawings, application forms, Design & Access Statement and other supporting documents.

The formal consultation begins tomorrow, Thursday 6<sup>th</sup> April, and runs for 28 days until Thursday 4<sup>th</sup> May. In accordance with the requirements of article 2E of the Oder, a consultation response must be received by this date.

If you have any queries, please do not hesitate to contact me on the details provided below.

Kind regards,


**Sam Courtney** Director  
BA (Hons) MA (Uc) MRTPI

t: 02920 349737 m: 07833461425  
website: [lrmplanning.com](http://lrmplanning.com)  
twitter: [@lrmplanning](https://twitter.com/lrmplanning)



## Appendix 9 – Responses received from neighbouring owners/occupiers





LRM Planning  
22 Cathedral Road  
Cardiff  
CF11 9LJ

18 April 2017

Dear Sirs

***Re: Northcliffe Lodge Application – Consultation Process***

I write in support of the above-proposed application. I also attach copies of two letters that were yesterday posted through all Northcliffe letterboxes, and a further political campaign letter distributed around Northcliffe (to rental tenants) by Anne Greagsby, an election candidate and full-time hobby objector of almost anything in and around Penarth. In the interests of disclosure I should state that I am the Chairman of the Board of Directors of Greenlands Management LTD, the management company for Northcliffe.

Northcliffe is a development of 112 apartments, of a geometric design that would be fortuitously complemented by the proposed design of the Northcliffe Lodge Development. The 112 shareholder/owners fully own Northcliffe; between us we hold the lease. There is no outside or third party involvement or ownership. Each owner holds 1 of 112 shares and periodically elects an accountable Board of Directors (of which I am currently Chairman) to manage affairs on behalf of the estate. The Board of Directors appoints a managing agent, in this case Seel & Co.

When the offer of a land purchase was received from Celtic Developments, the Board of Directors took the decision to present the proposal to all 112 shareholders. The owners authorised negotiations and subsequently the final offer was sent to all shareholders as a secret postal ballot, conducted by solicitors, with complete details of the proposed development, so that nobody could say they were not involved in the decision, or were not given detailed information. Despite a campaign by a very small minority of shareholders (12 out of 112) the overwhelming majority of the owners of Northcliffe voted in favour of the land sale, and by definition, and cognizant of all relevant information, the proposed development.

Cont/

When the application was finally heard and rejected by The Vale of Glamorgan Planning Committee, we were astounded to hear that Cllr Gwynn Roberts had alleged that the owners of Northcliffe had been offered a bribe, and that the developers were by implication behaving in an underhand way. Shamefully, he was not challenged by any other member of the planning committee to verify his allegation; nor did the Chairman conduct the hearing correctly by interceding. Despite letters of complaint from Northcliffe owners, Cllr Roberts at no time attempted to obtain correct information or even reply to the letters he received. Neither did The Committee Chairman, Cllr Fred Johnson, have the courtesy to respond to letters objecting to his conduct of the meeting. This was followed by a vindictive online media storm (Penarth Daily News) which, with encouragement from Anne Greagsby amongst others, accusing us of unscrupulous venality.

We realize that campaigners "against" anything always shout the loudest, put pressure on elected officials, and make the most noise, thereby creating the illusion that they are a majority and the only ones to be heeded. ***But, I can inform you that a large majority of Northcliffe owners are in favour of the development, and any attempt to show otherwise is an attempt to misrepresent that majority.*** There never was, before, during or after the fact of the original proposal any intimation that the 112 owners of Northcliffe would personally benefit in any way from the sale of the land. And as a point of interest the developers behaved completely properly at all times. The funds realized were specifically intended to go to the general maintenance fund to assist with every-day maintenance, and possibly provide for much needed improvements. As Northcliffe provides for a social aspect of local housing needs one would have thought that this was to be welcomed by Councilors?

I come now to the letters distributed by Elizabeth Wyatt of 23 Dyfed, Northcliffe. As an owner she is fully entitled to take a view, and presumably because she offers a negative opinion on the stabilization of the cliff she has some sort of Geological or Civil Engineering qualification? She is entitled to campaign on a sincerely held belief. Problems have arisen because of the method of her campaigning. She did not approach the actual 112 owners of Northcliffe, but the residents. I have now been approached by a number of owners complaining that their tenants (who may only be short term) are being encouraged to campaign against a development that the actual owner voted in favour of. It is also probable that because the letters were sent to the address in Northcliffe, that many owners of rental properties will not be aware that attempts are being made to undermine their democratically arrived at decision as shareholders of Northcliffe.

Cont/

Many residents here have also expressed the opinion that if anything lets down the area it is the derelict state of The Marine Buildings and wonder why The Council has not insisted on improvements. And they also take the view that they are able to live in a Northcliffe apartment because a Planning Committee had the foresight to allow the demolition of the original Northcliffe Lodge.

I do not know if any of this is relevant to your consultation or the upcoming application, or indeed if it will be of interest to The Planning Committee. But I have been asked by a growing number of owners to present the "actual Facts" in order that the positive views of most Northcliffe owners towards the Northcliffe Lodge Development are not once again misrepresented to the Planning Committee

We have also noted with some concern that prospective councilors are being pressured to "declare" themselves against the development prior to the May elections. Quite apart from the fact that this is in our view improper, it would suggest that Cllr's may be expected to hear a planning application having made up their minds prior to actual examination of the merits or otherwise of the application, and possibly in direct contradiction of any advice they may receive from their professional officers.

Is it possible that this consultation process will reflect these concerns to The Planning Committee? We are concerned that councilors may be asked to consider the application based on partial information from biased objectors. Unless your consultation process requires otherwise, I intend to copy this letter to all members of The Planning Committee once it has been formed following the May elections, and once the substantive Northcliffe Lodge has been submitted.

Yours sincerely

Peter Treen

**Billy Stark**

---

**From:** [REDACTED]  
**Sent:** 02 May 2017 08:49  
**To:** LRM Planning  
**Subject:** Northcliffe development

Dear sir,

I would like to support the above development at Northcliffe.

The plans for this site are a welcome addition to this side of Penarth. The buildings are very sensitively added to the site and offer two and three bedroom apartments. The design is without question superior to any of the latest developments on adjacent land.

Penarth and it's amenities are within easy walking distance and this will be a very popular place to live in this area.

I do hope these plans will be passed so that the local area will benefit from them.

Yours faithfully,

Sonia Newby

Sent from my iPad

## Billy Stark

---

**From:** [REDACTED]  
**Sent:** 02 May 2017 14:04  
**To:** LRM Planning  
**Subject:** Northcliffe Lodge site , Penarth. Pre application consultation

I wish to add support to the above application based on the current proposals which now include some modifications from the original proposals.

The site has all the characteristics of a tricky, difficult site. It slopes quite steeply facing the view which is also the north side. Therefore the problem is of balance equating the great view with the need to provide light and sun from the south side. The proposals deal with these difficulties and in what I think will provide a successful solution. The provision of

30 housing units on the site is a seriously good contribution to the housing needs and will integrate into the surroundings in this part of Penarth. I also note that very few trees are to be removed and that a comprehensive landscaping scheme with supplementary planting is proposed. Within a short number of years this will all mature and assist in absorbing the development into the cliffscape and the main view from the barrage walk and the boats in the bay.

The proposals and design for the site are 'right'. It is an opportunity for a really good set of buildings designed by a good local firm of architects who consistently aim for high quality design. All sensible and fair opinion should be in favour.

J R Evans ( formerly partner T G Jones & J R Evans Architects )

**Billy Stark**

---

**From:** Angela Norman [REDACTED]  
**Sent:** 10 April 2017 17:54  
**To:** LRM Planning  
**Subject:** Northcliffe

I have no objection to the proposed flats below Northcliffe.

## Billy Stark

---

**From:** david hampe [REDACTED]  
**Sent:** 10 April 2017 18:27  
**To:** LRM Planning  
**Subject:** Northcliffe

Dear Sir/Madam

I am a resident at the Northcliffe estate adjacent to the proposed new development where the current Northcliffe Lodge now stands. I would like to express my approval of the cubist design of the proposed development on the following grounds:

1. The recent redevelopment of the old High View estate is also done in a cube or square style, therefore the proposed design for the Northcliffe Lodge site will compliment this.
2. The Northcliffe apartments where I live were built in the early 1970's, and are also of a cube or square design. Looking at the top line of the cliff from the Cardiff Bay Barrage, it lyseems to me, that when completed, these 3 developments will compliment each other and provide a modernistic and uniform landscape, rather than clashing as so many who object to the proposed development seem to feel.
3. The Custom House Restaurant at the base of the cliff is a beautiful example of mid 19th century architecture, and the combination of this with a modernistic or cubist top line will create an attractive and interesting view. In fact the current Northcliffe Lodge, with it's faux Swiss chalet architecture appears to me to clash with the dwellings mentioned above, because it neither compliments the Custom House or High View/Northcliffe developments, and is out of keeping with existing traditional architecture found elsewhere in Penarth.

Yours sincerely

Dave Hampe

Sent from Yahoo Mail. [Get the app](#)

## Billy Stark

---

**From:** Richard Giles [REDACTED]  
**Sent:** 09 April 2017 21:08  
**To:** LRM Planning  
**Subject:** Northcliffe Project Penarth

Dear Sir/Madam

I would like to give my support for the above project and believe it will vastly improve the headland at Penarth. I understand that a revised planning application is due to be submitted shortly and hope this is passed by the Council. This development will be a vast improvement on the skyline of Penarth when looking from Cardiff compared to the one at Harbour heights which does not fit in with the rest of the headland when viewed from the barrage/Cardiff and will very soon deteriorate with time and weather.

Kind Regards  
Richard Giles



## Billy Stark

---

**From:** Heather Giles [REDACTED]  
**Sent:** 11 April 2017 20:07  
**To:** LRM Planning  
**Subject:** Northcliffe planning application

Dear sir

I want to lodge my support for the planning application and development at northcliffe.  
I believe that this will improve the surrounding area and look much better from Cardiff bay as well.  
I would like this to be supported.  
Heather Giles

Sent from my iPhone

**Billy Stark**

---

**From:** Laura Giles [REDACTED]  
**Sent:** 14 April 2017 18:17  
**To:** LRM Planning  
**Subject:** Northcliffe

I want to lodge my support for the planning application and development at northcliffe.  
I believe that this will improve the surrounding area and look much better from Cardiff bay  
as well.  
I would like this to be well supported and look forward to the future of northcliffe  
developing.

Laura Giles

Sent from my iPhone

## Billy Stark

---

**From:** Lynn Andres [REDACTED]  
**Sent:** 12 April 2017 16:38  
**To:** LRM Planning  
**Subject:** Northcliffe

Dear Sirs

I see the plans for Northcliffe Lodge are about to be considered again. Allow me to observe that as someone who lives in Penarth but works away in Bristol, how refreshing it will be to finally see something worthwhile done with the Lodge site. The plans seem to show the type of construction and lay-out that one may see on the hillside of an old Greek or Italian seaside town.

As it is, when walking over the Barrage from Cardiff, one is struck by how scruffy the Lodge and gardens look and also the desolation of the derelict Marine Buildings. The new development will serve to uplift the area.

I wonder why Ms Anne Greagsby is so active as an objector when she lives nowhere near Northcliffe? I object to someone using the proposed development just to further their own political agenda.

Yours  
Lynn Andres

## Billy Stark

---

**From:** r popham <[REDACTED]>  
**Sent:** 24 April 2017 13:24  
**To:** LRM Planning  
**Subject:** Fw: NORTHCLIFFE LODGE PENARTH PLANNING APPLICATION

On Monday, 24 April 2017, 13:13, r popham <welshbears@sky.com> wrote:

Dear Sir/Madam.....As a resident of the adjacent Northcliffe estate for over 30 years, I am writing to you in full support of the planning application to build a group of flats in the grounds of Northcliffe Lodge. I believe that, in conjunction with consultative advice from, and all statutory safeguards required by, the Vale of Glamorgan Council, the development of the site would be a positive enhancement to the fast growing reputation of Penarth as one of Wales's most attractive places to live. Furthermore, its new residents would bring added commercial input to local businesses and help ensure that the heart of our town remains healthy and vibrant and always keen to invest in its future for the ultimate benefit of all Penarth residents.

I fully endorse the above planning application and .....I Remain, Yours Sincerely, Richard  
K.Popham [REDACTED]

## Billy Stark

---

**From:** Richard Weston [REDACTED]  
**Sent:** 26 April 2017 11:56  
**To:** LRM Planning  
**Subject:** Northcliff Lodge

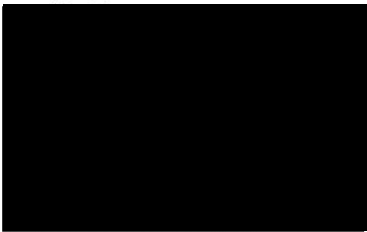
Dear Sirs

I have examined the plans submitted for the proposed scheme on the site of Northcliff Lodge, Penarth, and am writing to express my support for the design, which seems to me to be a carefully considered contemporary response to a challenging location. I very much hope it will receive Planning consent.

Yours faithfully,

Richard Weston

Professor Richard Weston  
Richard Weston Studio Ltd



Sylvia&Stuart Godfrey



LRM Planning  
22 Cathedral Road  
Cardiff  
CF11 9LJ

3rd May 2017

### **Northcliffe Lodge**

We have looked at the revised plans for the Northcliffe Lodge Development and are pleased that ..... Builders have made several important amendments

The designs are aesthetically pleasing unlike Penarth Heights which is unattractive, high density building at it's worst.

We have lived in Penarth most of our lives, my husband was actually born in Marine Buildings, we have lived in Plas Taliesin , Portway Marina,for 26 years and have owned a retail shop in Penarth town for over 50 years. The future and development of Penarth is very important to us.

This is a very prestigious site, it will supply much needed homes for all ages, I hope that planning will now be given.

Yours sincerely,

Sylvia&Stuart Godfrey.

LRM Planning  
22 Cathedral Road  
Cardiff  
CF11 9LJ

2nd May 2017

**Ref: Northcliffe Lodge, Penarth**

Dear Sirs


In respect to the recent planning application for this development, having reviewed the full application I am confused as to why there should be any reasonable reason to stop this much-needed addition to the Penarth residential offering. All possible issues have been considered and as both a Penarth resident of 40 years and an owner of a South Wales based property-based business, head-quartered across the water in Cardiff Bay, feel that the design is modern and attractive but also sympathetic to the local area.

We wholeheartedly support the venture and would be happy to provide further support should it become necessary.

Yours Sincerely

Richard Godfrey  
Managing Director





Dear Sirs i am writing with my approval of the new properties being built at the next door sight to Northcliffe Lodge . I live opposite the sight and approve as the buildings appear to be in keeping with the Northcliffe blocks of flats, there have been so many construction mistakes recently in the bay area such as the large skyscraper block in the middle of Prospect place totally spoiling the look and shape of the bay, need we mention Billy Banks !!! I am in design myself and am keen to keep the atmosphere and to a point the period quality of an area like Penarth alive . Many thanks

Yours sincerely,



Mr Brian Read



## Sam Courtney

---

**From:** admin  
**Sent:** 21 April 2017 09:25  
**To:** Sam Courtney  
**Subject:** FW: NORTHCLIFF LODGE

**Neil Mantell MRTPI**  
Director

t: 02920 349737 m: 07920474584  
website: lrmp planning.com  
twitter: @lrmp planning

Correspondence Address: 22 Cathedral Road, Cardiff, CF11 9LJ  
Registered Address: Nyewood Court, Brookers Road, Billingshurst, RH14 9RZ



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---

**From:** franco apollonio [REDACTED]  
**Sent:** 21 April 2017 08:52  
**To:** admin <admin@lrmp planning.com>  
**Subject:** NORTHCLIFF LODGE

To whom it may concern,

As a long standing resident of Penarth I'd like to offer my support and say that I'm very much in favour of the northcliff development, I believe it will benefit penarth and local businesses. It's a high quality and attractive design in a sustainable location proposing an efficient reuse of land for much needed housing in accordance with national planning advice.

I wish all involved in this project the best of luck.

Kind regards

Gianfranco Apollonio

Get [Outlook for Android](#)

## Sam Courtney

---

**From:** admin  
**Sent:** 20 April 2017 15:21  
**To:** Sam Courtney  
**Subject:** FW: Northcliffe project Penarth

**Neil Mantell MRTPI**  
Director

t: 02920 349737 m: 07920474584  
website: lrmp planning.com  
twitter: @lrmp planning

Correspondence Address: 22 Cathedral Road, Cardiff, CF11 9LJ  
Registered Address: Nyewood Court, Brookers Road, Billingshurst, RH14 9RZ



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---

**From:** Jaine Brocklehurst [REDACTED]  
**Sent:** 20 April 2017 15:10  
**To:** admin <admin@lrmp planning.com>  
**Subject:** Northcliffe project Penarth

Dear Sir/Madam

I would like to give my support for the above project and believe it will vastly improve the headland at Penarth. I understand that a revised planing application is due to be submitted shortly and hope this is passed by the Council.

I think it will be a vast improvement to the area and hope the council can look on the benefits to the whole area

Kind regards

Jane Brocklehurst

## Sam Courtney

---

**From:** admin  
**Sent:** 20 April 2017 14:39  
**To:** Sam Courtney  
**Subject:** FW: Northcliffe project Penarth

**Neil Mantell MRTPI**  
Director

t: 02920 349737 m: 07920474584  
website: lrmp planning.com  
twitter: @lrmp planning

Correspondence Address: 22 Cathedral Road, Cardiff, CF11 9LJ  
Registered Address: Nyewood Court, Brookers Road, Billingshurst, RH14 9RZ



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---

**From:** Stella Brocklehurst [REDACTED]  
**Sent:** 20 April 2017 14:31  
**To:** admin <admin@lrmp planning.com>  
**Subject:** Northcliffe project Penarth

Dear Sir/Madam

I would like to give my support for the above project and believe it will vastly improve the headland at Penarth. I understand that a revised planing application is due to be submitted shortly and hope this is passed by the Council.

I think it will greatly improve the area  
Kind regards  
Stella Brocklehurst

Sent from my iPad

## Billy Stark

---

**From:** ray hurrell <[REDACTED]>  
**Sent:** 14 April 2017 10:50  
**To:** LRM Planning  
**Subject:** Draft Planning Application for apartments at Northcliffe Penarth

Regarding draft planning application @ Northcliffe Penarth.

Apologies for not using your website contact form but the reCaptcha robot detection kept invalidation my submission.

The draft plan is for 30 apartments of 24x2 and 6x3 bedrooms. The draft plan proposes 30 parking spaces. This presupposes 1 car per apartment. In the likely event that 'more than 1 car residents' will occupy the proposed apartments then where will the overflow car park be? This issue was raised with VoG council when the last planning application was submitted. Ray Hurrell.



Date: 5<sup>th</sup> April 2017  
Our Ref: SC/15.130

The Owner or Occupier

(HAND DELIVERED)



**Northcliffe Lodge Housing Development: *thrown out unanimously* by Vale Planning Committee**

Support for our campaign against this cramming of 30 flats onto the cliff slope above the Custom House was overwhelming. Local campaigner Anne Greagsby spoke at the planning committee meeting to highlight the danger to our iconic headland, loss of so many trees, biodiversity and little parking.

Under Articles 2C and 2D (es) Order 2012  
ts, new access and alterations to associated works  
organ, CF64 1DQ

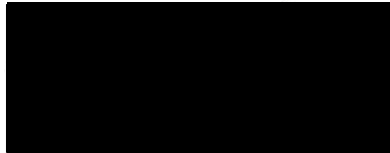
ltd in respect of the above  
ide the enclosed notice and give you  
the formal planning application being

the opportunity to comment directly to the development team made to the Local Authority.

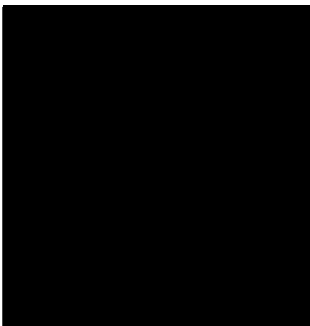
The draft planning application can be viewed by visiting [www.lrmplanning.com](http://www.lrmplanning.com), then clicking on 'Public Consultations' and reviewing the information for Northcliffe. Should you wish to comment, please contact LRM Planning via the email or postal addresses provided below.

You will still have an opportunity to comment directly to the Local Authority once the application is submitted, but any comment you make now will also be issued to the Authority as part of a formal document. This will be produced following a period of 28 days, when the comments received will be reviewed, considered and responded to, in the form of a Pre-Application Consultation Report that will accompany the planning application. The planning application will be submitted to Vale of Glamorgan Council for consideration soon thereafter. The deadline for comments on this application is Thursday 4<sup>th</sup> May 2017.

Yours faithfully,



**Sam Courtney**  
Director  
LRM Planning Ltd

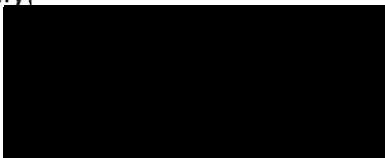


Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

The reasons for the objection remain the same the same as those presented to the Vale of Glamorgan Council in January 2017 which unanimously voted to reject the application. I reserve the right to submit more detailed objections to the Local Authority should the planned application go ahead.

Yours faithfully,



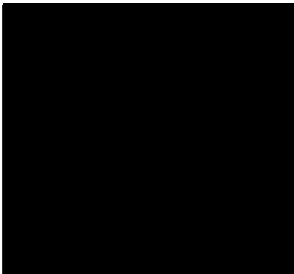
Signed

Name

N. CAULFIELD

Date

17. 4. 17

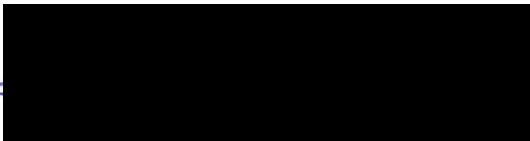


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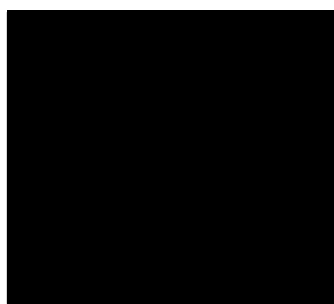
Yours faithfully,

Signed 

Name Simon Rogers

Date 25/04/2017



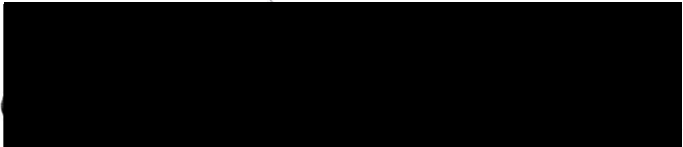


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Yours faithfully,



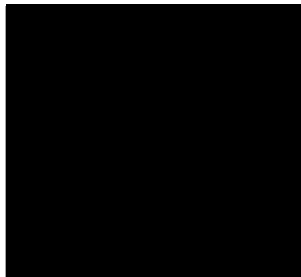
Signed

Name

G. R. WARMAN

Date

20/4/17



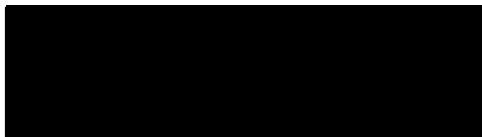
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Yours faithfully,

Signed



Name

.....Juliana Williams.....

Date

.....18th April 2017.....




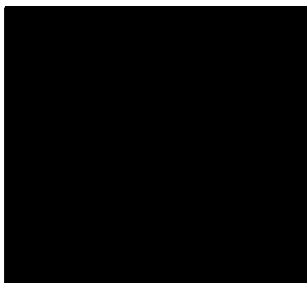
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Yours faithfully,

Signed   
Name S WYATT  
Date 17/4/2017

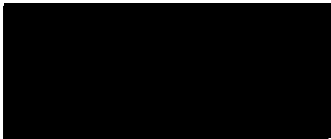


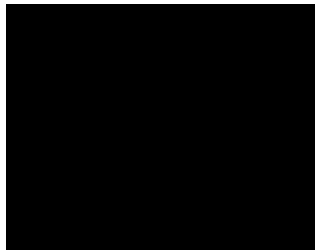
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Yours faithfully,

Signed   
Name ..SALLY WALSH  
Date ..17/04/17



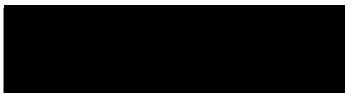
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Yours faithfully,

Signed



Name

TERRY WALTON

Date

17 APRIL 2017

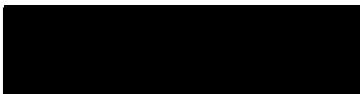


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Yours faithfully,

Signed 

Name MRS R DAVIES.

Date 1/5/17

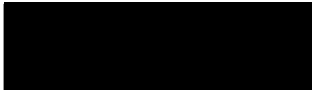


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Yours faithfully,

Signed   
Name ..... Julia Miller .....  
Date ..... 24/04/17 .....



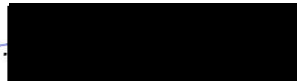
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Yours faithfully,

Signed



Name

S. TOLLEY.....

Date

29/4/14.....





Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

The reasons for the objection remain the same the same as those presented to the Vale of Glamorgan Council in January 2017 which unanimously voted to reject the application. I reserve the right to submit more detailed objections to the Local Authority should the planned application go ahead.

Yours faithfully,

Signed

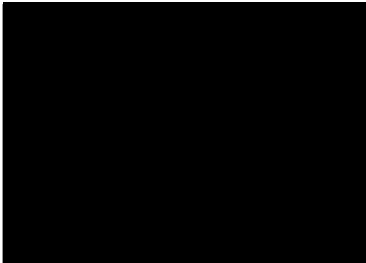


Name

Stephanie Coker

Date

19/4/17

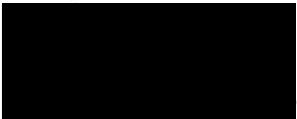


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Yours faithfully,

Signed 

Name EUNA HARVEY

Date 17/4/2017



Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

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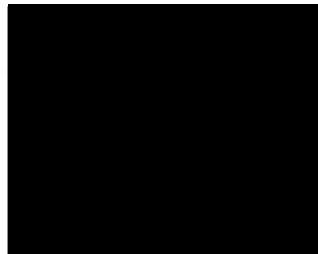
Yours faithfully,

Signed 

Name R. ACFORD

Date 20/4/17

A small, illegible handwritten scribble or mark at the bottom left corner of the page.



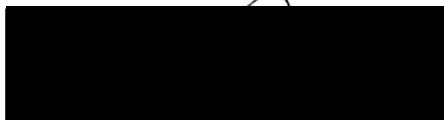
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Yours faithfully,

Signed



Name

Emma PERRY

Date

17<sup>th</sup> April 2017



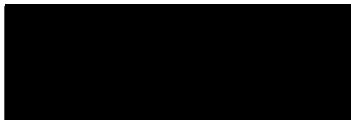
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Signed

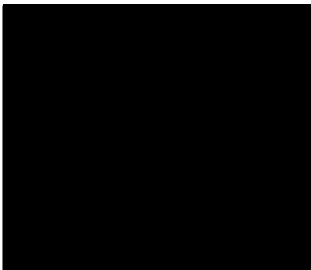


Name

Hazel O'Neil

Date

16/4/17



Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

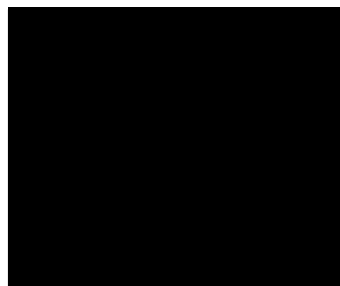
The reasons for the objection remain the same the same as those presented to the Vale of Glamorgan Council in January 2017 which unanimously voted to reject the application. I reserve the right to submit more detailed objections to the Local Authority should the planned application go ahead.

Yours faithfully,

Signed 

Name ..... ELIZABETH WYATT .....

Date ..... 17/04/2017 .....



Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

The reasons for the objection remain the same the same as those presented to the Vale of Glamorgan Council in January 2017 which unanimously voted to reject the application. I reserve the right to submit more detailed objections to the Local Authority should the planned application go ahead.

Yours faithfully,

Signed

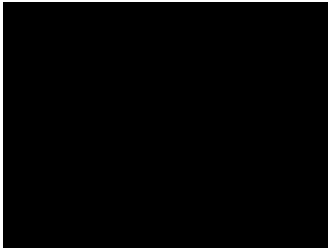


Name

..... Terry Owens

Date

..... 25 April 2017 .....

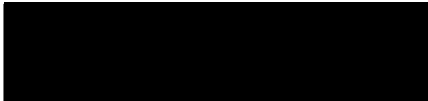


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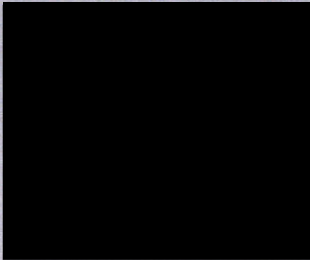
Yours faithfully,

Signed 

Name L. W. DAVIES

Date 17-4-17





Dear Sir or Madam,

Following notification of the intent to lodge a planning application for development of the Northcliffe Lodge site, I would like to register my objection to the plans.

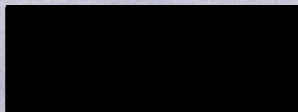
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Yours faithfully,

Signed

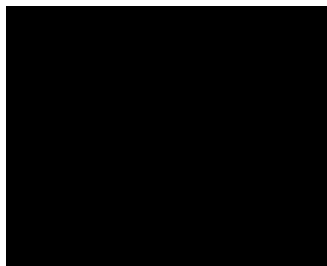
Name

Date



ANTHONY BEVAN

3RD MAY 2017



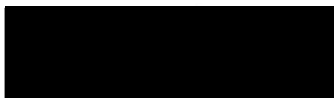
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Yours faithfully,

Signed

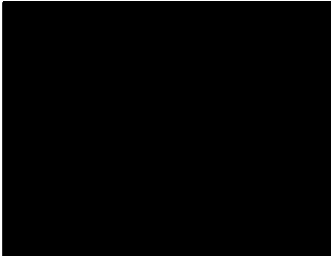


Name

CHRISTINE ISOBEL JONES

Date

18/4/17



Dear Sir or Madam,

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Signed

Name

Date

J. W. GIBBY A. GIBBY

17/04/2017

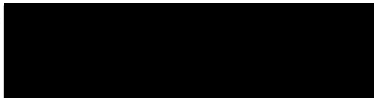
Dear Sir or Madam,

Following notification of the  
the Northcliffe Lodge site, I would

The reasons for the objection remain the  
Vale of Glamorgan Council in January 2017  
application. I reserve the right to submit more details  
Authority should the planned application go ahead.

Yours faithfully,

Signed



Name

A.R. DAVIES

Date

1/5/17

PS: How is the BAT ASSESSMENT GOING?

# Our sincere apologies

We are very sorry that this item has reached you in this condition.

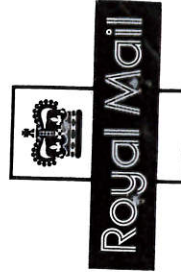
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Once again, please accept our apologies for any inconvenience caused.

Royal Mail Customer Services



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**AWAY FROM BABIES AND CHILDREN**

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to write the  
postcode clearly  
[www.royalmail.com](http://www.royalmail.com)



LRM Planning limited  
22, Cathedral Road

CF11 9LJ

## Billy Stark

---

**From:** Anne Crowley [REDACTED]  
**Sent:** 04 May 2017 17:56  
**To:** LRM Planning  
**Subject:** Northcliffe Lodge - comments

Dear Mr Courtney,

Thank you for advising us that a further planning application is to be submitted on the housing development at Northcliffe Lodge. I am a nearby neighbour of the proposed development site. I have objected on two occasions to the original application and I will object to the application you are now preparing to submit to the Vale of Glamorgan County Council for planning approval.

My main objection is to the proposals for the new access route off Paget Place which will involve the **clearing and felling of a significant number of mature trees and the removal of a habitat that supports a range of wildlife**. I live on Paget Place nearly opposite where the new access road will enter Paget Place – the side of the street where I live is in the Penarth Conservation Area. The creation of the proposed access road and the destruction of this wooded natural habitat will have a big impact on the boundary of the Conservation Area – where I live.

I object to the pre-planning application – specifically the proposal to fell over 38 mature trees, most of them perfectly healthy trees that provide a habitat for wildlife and birds and provide us all with oxygen. I appreciate that a tree replacement scheme is to be included in the planning application but I think the felling of healthy, mature and large trees to be replaced by seedlings of smaller species of trees is absolutely disgraceful. The replacement trees will take many decades to grow and the species selected will never grow to the height and magnificence of the perfectly healthy trees that the developers propose to cut down.

As I live in a neighbouring property I am directly affected. I live opposite the current entrance to Northcliffe flats. At present the flats are nicely screened from my view (and from the road) by evergreen trees. In the planning application these trees will be felled. I will then be looking out from my house onto concrete and more concrete rather than on the existing woodland and clumps of lovely, large mature trees which support birds and life.

I strongly object to the destruction of the mature trees in this pre-planning application and ask the developers to consider a different access route. I am not against the development of new housing *per se* – it is the unnecessary destruction of mature, healthy trees that have taken decades to grow and cannot readily be replaced in a generation – that I object to.

As with the last application I am incredulous that all these trees could be felled before a 'comprehensive geotechnical assessment' as recommended in the *Slope Stability Desk Study Report* Prepared by Terra Firma (December 2015) and the subsequent *Preliminary Slope Stability Analysis* (November 2016) – is completed. If the application is approved, the developer will be allowed to demolish the existing dwelling and remove the trees before establishing the viability of the site which previous reports describes as highly unstable and liable to landslides! This is madness. We can well end up in a situation where the trees and habitat are destroyed – needlessly – because on further investigation, the instability of the site means that the housing development is not viable.

There are a number of other objections I made to the last application about the pathetic offering of Section 106 monies and the trade off on affordable housing and the eyesore that the 'little boxes' will be from down below but my main objection as set out here is to the plans for the access road and the felling of the trees and wildlife habitat.

Yours sincerely

Anne Crowley  
[REDACTED]



## Billy Stark

---

**From:** [REDACTED]  
**Sent:** 04 May 2017 19:59  
**To:** LRM Planning  
**Subject:** Northcliffe Lodge planning application

Dear Sir/Madam,

**Your ref: SC/15.130**

I write in respect of your letter of 5 April regards the opportunity to make representations concerning the proposed development on the site of Northcliffe Lodge in Penarth, the location of which adjoins my property (37 Dyfed, Northcliffe).

Mindful that I will be making more detailed representations to the Vale of Glamorgan when any application is submitted, I would, based on an initial look at the revised proposals, like to **register my continuing objection to the proposal**. The impact on me and a significant number of my neighbours remains unreasonable.

I noted in my original letter of objection (27 January 2016) that although wary of the potential impact of the development on the surrounding properties (noise and disturbance, sight lines), I was not opposed to the development of the site in principle.

I did, however, flag a number of key concerns. Of note:

- The bulk of Block B is similar to the height of the existing foliage and is considered as being within reasonable bounds. However, the Eastern end of Block B (bottom of an 'L' shape) advances significantly beyond the line of the majority of the building and as far down the slope as Block C. It will therefore stand out prominently from the remainder of the proposed development and in consequence is overbearing and unreasonably intrusive; its height is the same as rest of the Block despite being located further down the slope and it immediately abuts the Northcliffe grounds. I would strongly urge that this part of the plan be amended.

Having compared the revised levels to those submitted as part of the original application, it is apparent that the size, height and location of this block appears unchanged, and my objections therefore remain.

I flagged two further concerns with the application in my original letter of objection. These remain valid.

- Any development should be mindful of the wider slope system, including the portion in front of the existing Northcliffe flats. Recent slippages have indicated that this portion of the slope is not stable; those efforts taken to secure the Northcliffe Lodge site should similarly secure the stability of the full breadth of the slope system.
- The site is heavily vegetated and contains a significant number of mature trees (many of which are subject to tree preservation orders). The development should seek to retain the character of the site via (where possible) retention of existing foliage and (where not possible) appropriate replanting.

Although, as stated above, I will make more detailed representations in respect of any formal application, my initial look has revealed that based on the levels documentation provided, there has been a significant and somewhat perplexing increase in the height of Block C (28m as per the original application, 33.9m in the revised). This increase would, if accurate, give further cause for concern.

Regards,





## Billy Stark

---

**From:** [REDACTED]  
**Sent:** 01 May 2017 10:44  
**To:** LRM Planning  
**Subject:** New submission from Contact

### Name

Rob.

### Email

[REDACTED]

### Your Message

Absolutely disgusting that Penarth's History is being "erased" by people who don't even come from Penarth and don't have any links with the place.... Once again, Profit raises its ugly face....

## Billy Stark

---

**From:** Cheryl Brown [REDACTED]  
**Sent:** 03 May 2017 12:45  
**To:** LRM Planning  
**Subject:** Proposed Development at Northcliffe Lodge, Penarth

Dear Sirs

In response to your recent notice to interested parties regarding the above proposed development, I would like to make you aware that in the event that a further application for the same development is made in the future I would make the same strong objection to the proposal as I did for the previous application.

My objection is on the following basis. While the issues below are just shown as points, I would elaborate on them further when making representation to Vale of Glamorgan Planning Dept.

1. The stability of the cliff in that particular area.
2. Site access issues in relation to both Northcliffe Drive and also Paget Place,
3. Road safety - access to Paget Place during peak periods.
4. Environmental issues - particularly regarding bats and the developers previous lack of compliance with the latest best practice guidelines from the Bat Conservation Trust.
5. The proposed development would be visually detrimental to its immediate surrounding, especially to the old Custom House Building and the views from across the barrage would be spoiled.

Finally, I am surprised that the developer is now seeking views in preparation for another 'go' at this planning application, given the overwhelming rejection of the Planning Committee the last time.

Yours faithfully

Cheryl Brown MSc MCIPS  
[REDACTED]



**Horace John, Forse & Co**  
Chartered Surveyors | Estate Agents | Property Management

PRINCIPAL:  
Graham J. C. Morris, FRICS

PROPERTY MANAGER  
Steven G. C. Morris  
GJCM/S

Our Ref:

Your Ref:



Messrs. LRM Planning Limited,  
22 Cathedral Road,  
CARDIFF,  
CF11 9LJ.

3<sup>rd</sup>. May 2017

Dear Sirs,

**Town and Country Planning (Development Management Procedure)(Wales) Order 2012  
Proposed Development by Celtic Developments (Penarth) Ltd.**

**Location : Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, CF64 1DQ**

**Proposal : Demolition of existing dwelling and outbuilding, erection of 30 apartments, new access and alterations to adjacent parking area, provision of a footpath link, replacement tree planting and landscaping and associated works**

We refer to your Publicity and Consultation Leaflet sent to Cheryl Brown of 7 Vista Court, Northcliffe Drive.

A copy has been passed to this practice, as we manage the Vista Court maisonettes on behalf of Vista Court (Penarth) Management Company Limited, the freeholder, of the Vista Court development which was completed in the late 1960's. The company is also the freeholder of Northcliffe Drive, the private road which provides access to the 16 maisonettes, 2 properties to the western side of the main carriageway, 3 properties at The Ferns and three properties at the eastern end of the lane section, being the Harbour View Cottages and Northcliffe Lodge.

We refer to the two previous applications for the development of the above site and on both occasions we submitted comments to The Vale of Glamorgan Council relating to access to the site. The proposals included the intention to create a new access to the development site from Paget Place "as the current access to Northcliffe Lodge via Northcliffe Drive is an un-adopted highway and would not be suitable for more frequent vehicular use due to its scale and condition and the difficult 5 point junction it forms with Paget Place".

As far as Vista Court (Penarth) Management Company Limited is concerned, we welcomed this statement as quite clearly the current access along Northcliffe Drive is unsuitable for a development of this size, especially bearing in mind that the "lane section" already serves 3 properties, including Northcliffe Lodge.



Regulated by RICS  
Established 1951



When considering the previous applications, we requested the Council to take into account the following comments :-

1. There was no reference in the application papers to the blocking up of the existing access into Northcliffe Lodge from Northcliffe Drive – a condition of planning consent should be that any pedestrian and vehicular access to and from the Northcliffe Lodge site onto Northcliffe Drive is to be prohibited;
2. The existing access/opening to the Northcliffe Lodge site from Northcliffe Drive should be fenced off/blocked with an ongoing maintenance condition; and
3. During any permitted development of the Northcliffe Lodge site, there should be no vehicular or pedestrian movements along Northcliffe Drive by construction machines, delivery of materials and personnel.

These comments were lodged to ensure that the Vista Court maisonettes (and The Ferns and other properties having access from Northcliffe Drive) maintain their privacy and quiet settings, i.e. are not disturbed by site development/maintenance traffic during the development phase and possible use of Northcliffe Drive by 30 apartment owners if the access from Northcliffe Drive is not sealed as a condition of any consent.

We cannot see that the foregoing concerns have been addressed in the current Draft Proposals

We also expressed the opinion that the provision of only a single car parking space for each apartment plus two additional spaces for visitors, i.e. 32 spaces in total would prove to be inadequate. We have managed Vista Court since the development of the sixteen maisonettes was completed in the late 1960's, the site has a total of 18 car parking spaces and residents are having to park second cars along Northcliffe Drive or along Paget Road. We have noted similar car parking problems at apartment block developments in Cardiff Bay.

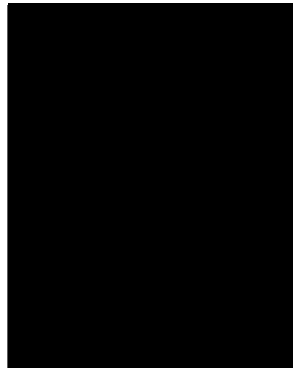
We would lodge similar comments with The Vale of Glamorgan Council in respect of a fresh application for a development of this size.

Yours faithfully,

  
GRAHAM J. C. MORRIS

Per pro.

HORACE JOHN, FORSE & CO.



14<sup>th</sup> April 2017

Mr Sam Courtney

Director

Irm planning

22 Cathedral Way

Cardiff CF11 9LT

**Re Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth**

Dear Mr Courtney,

I was appalled to read the news on Penarth Times daily bulletin regarding this proposed development (30 apartments) at Northcliffe Lodge, Northcliffe Drive, Penarth.

I found the reporting to be extremely biased rather than giving a balanced view. Councillors are expected to maintain certain standards of behaviour and not to repeat allegations unless they know them to be true, especially a public meeting.

I have had work done by both Loyn and Co and Scimitar Developments - they build beautiful homes to an extremely high standard.

I write to offer my full support to the scheme which in my view appears to be a well-considered and high quality design which will fit well into the landscaped coastal setting. The site is well located in terms of access to shops, services, employment and public transport opportunities and will of course help to bring forward much needed new housing.

My understanding is that the above proposal meets all relevant Development Plan policy considerations, and follows Welsh Government advice. I am aware that whilst the previous scheme was fully supported by Vale of Glamorgan Council Planning Officers, despite this the application was refused at the planning committee in January for unsubstantiated reasons relating to the wider visual impact. I am of the firm view that the proposal will not have any adverse impact upon either the

conservation area or indeed the Custom House, which in fact will screen much of the site from immediate view from the Marina. Instead I believe the scheme represents a high quality innovative and contemporary design which is befitting to a sloping site, therefore in my opinion, providing a positive addition to the headland. Nothing designed by Loyn & Co could in any way be ugly.

I have been told that a small minority of objectors are attempting to stifle the development and disrupt the process and so would wish this letter of support to be considered prior to the determination of the application which I hope will be supported by committee members. People who approve of this development should also be heard.

Please let me know if I can help in any way

Yours sincerely

Marianne Cowpe



## Appendix 10 – Response received from Town Council



## Billy Stark

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**From:** Nicholas McDonald <nmcDonald@penarhtowncouncil.gov.uk>  
**Sent:** 28 April 2017 12:03  
**To:** LRM Planning  
**Subject:** Proposed development at: Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan, CF64 1DQ

Dear Sir or Madam,

Regarding the pre-application consultation exercise at the location above.

Penarth Town Council is unable to support the application on the basis of the same concerns previously raised by its Planning Committee on 16th January 2016 which are:

- The proposal would be an over dominant form of development that that could threaten the future of the Custom House and Marine Building the listed buildings that are located directly below the application site.
- The proposal is considered to be an overcrowded form of development
- The proposal will be detrimental to this iconic headland known as the Bears Head believed by some from where the name of Penarth derived from.
- The Town Council would urge the Vale of Glamorgan Council to ask its own ecology officer to carry out a comprehensive ecology survey as it is considered that the one provided by the applicant is both cursory and inadequate. Local knowledge is aware of an extensive and active bat population that certainly feeds on the site and probably colonise it and it is suggested that a one day look in October cannot possibly reveal the true picture of the sites biodiversity.
- The loss of so many mature trees is also of concern

Please let me know of any queries.

Many thanks

Nicholas McDonald  
Civic Services Lead  
Penarth Town Council  
029 2071 3845

[www.penarhtowncouncil.gov.uk](http://www.penarhtowncouncil.gov.uk)

Follow us via..





## Appendix 11 – Responses received from Specialist Consultees



Dŵr Cymru  
Welsh Water

Developer Services  
PO Box 3146  
Cardiff  
CF30 0EH

Tel: +44 (0)800 917 2652  
Fax: +44 (0)2920 740472  
E.mail: [developer.services@dwrwymru.com](mailto:developer.services@dwrwymru.com)

Gwasanaethau Datblygu  
Blwch Post 3146  
Caerdydd  
CF30 0EH

Ffôn: +44 (0)800 917 2652  
Ffacs: +44 (0)2920 740472  
E.bost: [developer.services@dwrwymru.com](mailto:developer.services@dwrwymru.com)

Mr Sam Courtney  
LRM Planning Ltd  
22 Cathedral Road  
Cardiff  
CF11 9LJ

Date: 24/04/2017  
Our Ref: PPA0002029

Dear Mr Courtney

**Grid Ref: 318907 172353**

Site Address: Northcliffe Lodge Northcliffe Drive

**Development: Demolition of existing dwelling & outbuilding & the erection of 30 apartments**

I refer to your pre-planning enquiry received relating to the above site, seeking our views on the capacity of our network of assets and infrastructure to accommodate your proposed development. Having reviewed the details submitted I can provide the following comments which should be taken into account within any future planning application for the development.

### **SEWERAGE**

The foul flows only from the proposed development can be accommodated within the public sewerage system. We advise that the flows should be communicated with the public combined sewer located in Paget Place.

Should a planning application be submitted for this development we will seek to control these points of communication via appropriate planning conditions and therefore recommend that any drainage layout or strategy submitted as part of your application takes this into account.

However, should you wish for an alternative connection point to be considered please provide further information to us in the form of a drainage strategy, preferably in advance of a planning application being submitted.

With reference to the surface water flows from the proposed development, you are required to fully exhaust all technical options outlined under Sections 3.2 and 3.4 of Part H of the publication 'Building Regulations 2000; Disposal should be made through the hierarchical approach, preferring infiltration and, where infiltration is not possible, disposal to watercourses in liaison with the Land Drainage Authority and/or Natural Resources Wales. Discharge of surface water to the public sewer is only to be made as a last resort. Please refer to further detailed advice relating to surface water management included in our attached Advice & Guidance note.



Welsh Water is owned by Glas Cymru – a 'not-for-profit' company.  
Mae Dŵr Cymru yn eiddo i Glas Cymru – cwmni 'nid-er-elw'.

We welcome correspondence in  
Welsh and English

Dŵr Cymru Cyf, a limited company registered in  
Wales no 2366777. Registered office: Pentwyn Road,  
Nelson, Treharris, Mid Glamorgan CF46 6LY

Rydym yn croesawu gohebiaeth yn y  
Gymraeg neu yn Saesneg

Dŵr Cymru Cyf, cwmni cyfyngedig wedi'i gofrestru yng  
Nghymru rhif 2366777. Swyddfa gofrestredig: Heol Pentwyn  
Nelson, Treharris, Morgannwg Ganol CF46 6LY.

The proposed development is crossed by 3 and 4 inch distribution watermains, the approximate position being shown on the attached plan. Dwr Cymru Welsh Water as Statutory Undertaker has statutory powers to access our apparatus at all times. I enclose our Conditions for Development near Watermain(s). It may be possible for this watermain to be diverted under Section 185 of the Water Industry Act 1991, the cost of which will be re-charged to the developer. The developer must consult Dwr Cymru Welsh Water before any development commences on site.

I trust the above information is helpful and will assist you in forming water and drainage strategies that should accompany any future planning application. I also attach copies of our water and sewer extract plans for the area, and a copy of our Planning Guidance Note which provides further information on our approach to the planning process, making connections to our systems and ensuring any existing public assets or infrastructure located within new development sites are protected.

Please note that our response is based on the information provided in your enquiry and should the information change we reserve the right to make a new representation. Should you have any queries or wish to discuss any aspect of our response please do not hesitate to contact our dedicated team of planning officers, either on 0800 917 2652 or via email at [developer.services@dwrcymru.com](mailto:developer.services@dwrcymru.com)

Please quote our reference number in all communications and correspondence.

Yours faithfully,



**Owain George**  
**Planning Liaison Manager**  
**Developer Services**

***Please Note that demands upon the water and sewerage systems change continually; consequently the information given above should be regarded as reliable for a maximum period of 12 months from the date of this letter.***



PPA0002029



**LEGEND(Representative of most common features)**

- Water networks:**
- Sewer
  - Surface water
  - Overfall
  - Lampshade
  - Combined sewer
  - Storm Overflow
  - Special purpose chamber
  - Rising main
  - Gravity sewer
  - Treatment works
  - Private sewer
- Other symbols:**
- △ Pumping station
  - △ \$ I04
  - △ Subject to design agreement
  - △ J05 adoption
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**Notes:**

Whilst every reasonable effort has been taken to correctly record the pipe materials of DCWM services there is a possibility that in some cases pipe material (other than Asbestos Cement or Plastic Fibre) may be present. It is therefore advisable that the possible presence of A/C or P/F pipes on underground services is confirmed on a per lot basis assessment prior to excavation.

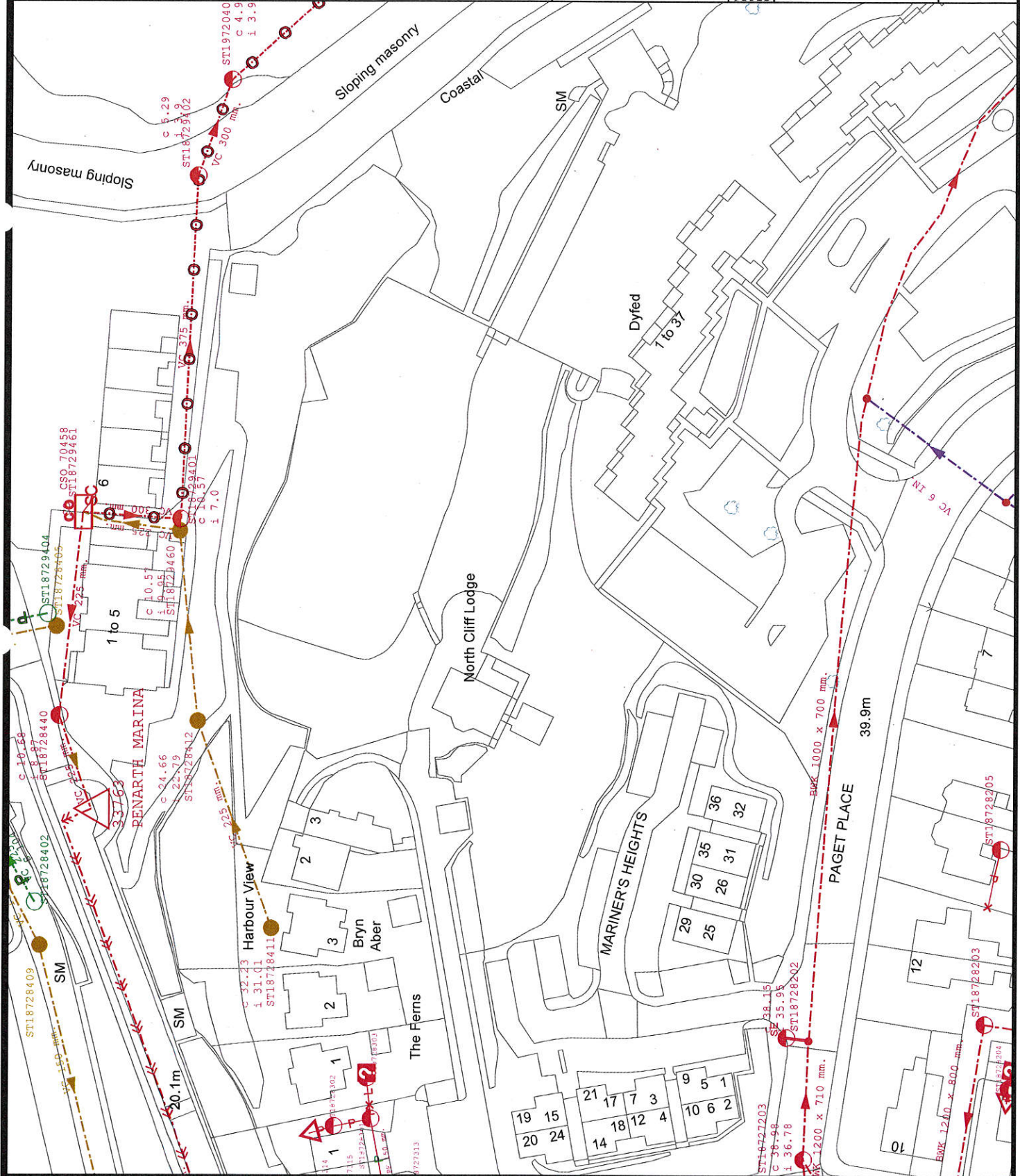
Dŵr Cymru Cŵl gives this information as to the position of the underground apparatus by way of general guidance only on the strict understanding that it is based on the best information available to us at the time of issue of this plan. Dŵr Cymru Cŵl does not warrant the accuracy or other workable nature, in any way, of our services. Dŵr Cymru Cŵl is not liable for any damage or loss of any kind, including but not limited to, damage to property, injury to persons or damage to the environment, arising from the use of this plan, without prejudice to the provisions of the New Roads and Streetworks Act 1991 and of the Company's right to be compensated for any damage to its apparatus.

Service pipes are not generally shown but their presence should be anticipated.

**EXACT LOCATIONS OF ALL APPARATUS TO BE DETERMINED ON SITE.**

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Ordnance Survey License number: 100019834.

Map Ref: 318907 172353  
Map scale: 1:1,000  
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**LEGEND**

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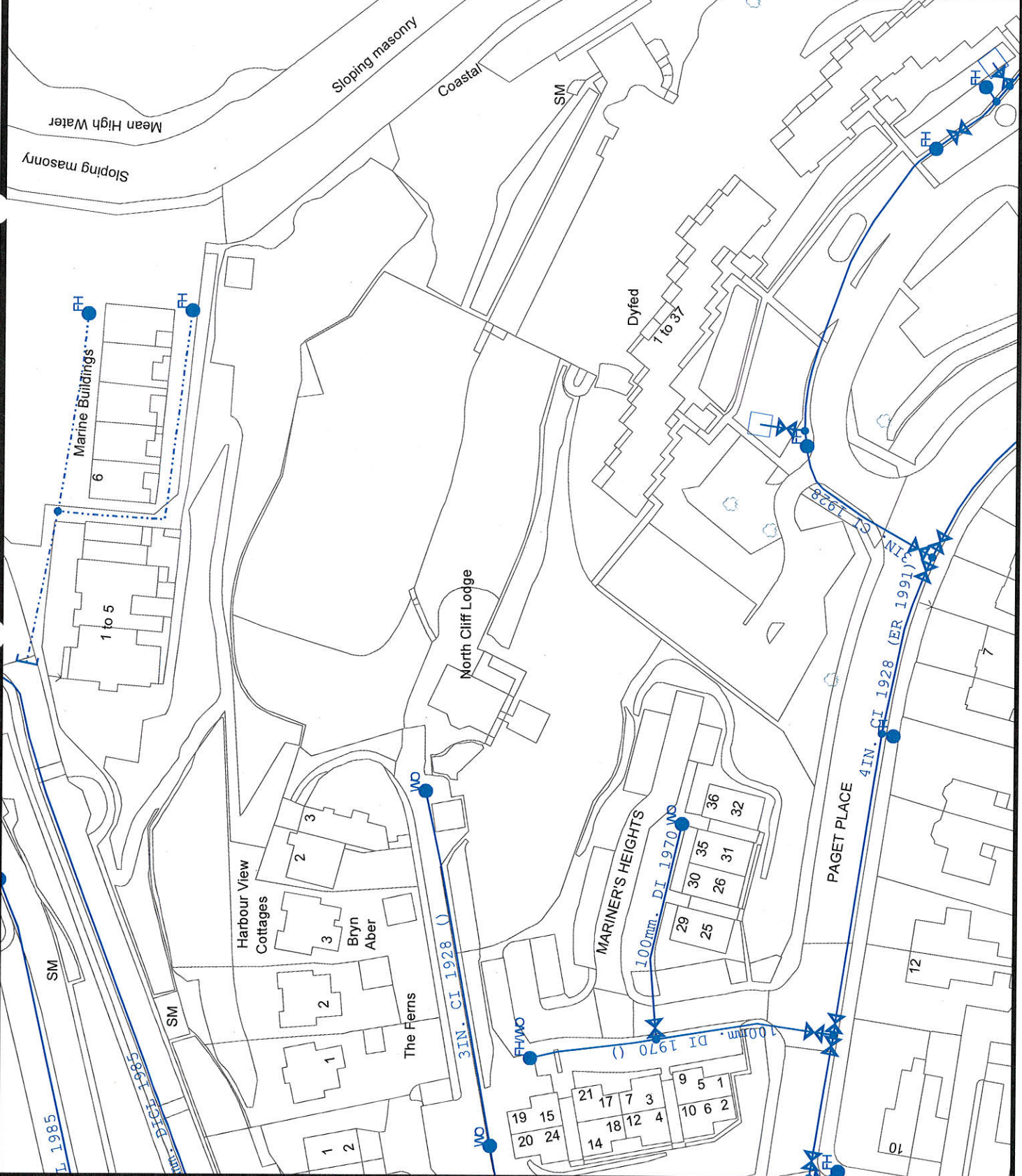
Whilst every reasonable effort has been taken to accurately represent the pipe network of Dŵr Cymru Welsh Water, there is a possibility that in some cases pipe material (other than Asbestos Cement or Plastic Fibre (PF)). It is therefore advisable that the pipe is tested to an appropriate standard (e.g. BS EN 12201) prior to excavation.

Dŵr Cymru Welsh Water does not accept any liability for the accuracy of the information shown on this map. The information is provided for general guidance only and the user should verify the information by their own means. The user should be aware that the information is not intended to be used as a basis for any legal proceedings. The user should be aware that the information is not intended to be used as a basis for any legal proceedings. The user should be aware that the information is not intended to be used as a basis for any legal proceedings.

**EXACT LOCATIONS OF ALL APPARATUS TO BE DETERMINED ON SITE.**

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Map Ref: 318907 172353  
Map scale: 1:1,000  
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**PPA0002029**

**CONDITIONS FOR DEVELOPMENT NEAR WATER MAINS**

**Location:** Northcliffe Lodge, Penarth

**Date:** 25<sup>th</sup> April 2017

The development of the site with our water main located as shown on the attached plan will involve certain conditions which must be strictly adhered to. These are:-

1. No structure is to be sited within a minimum distance of **3** metres from the centre line of the pipe. The pipeline must therefore be located and marked up accurately at an early stage so that the Developer or others understand clearly the limits to which they are confined with respect to the Company's apparatus. Arrangements can be made for Company staff to trace and peg out such water mains on request of the Developer.
2. Adequate precautions are to be taken to ensure the protection of the water main during the course of site development.
3. If heavy earthmoving machinery is to be employed, then the routes to be used in moving plant around the site should be clearly indicated. Suitable ramps or other protection will need to be provided to protect the water main from heavy plant.
4. The water main is to be kept free from all temporary buildings, building material and spoil heaps etc.
5. The existing ground cover on the water main should not be increased or decreased.
6. All chambers, covers, marker posts etc. are to be preserved in their present position.
7. Access to the Company's apparatus must be maintained at all times for inspection and maintenance purposes and must not be restricted in any way as a result of the development.
8. No work is to be carried out before this Company has approved the final plans and sections.

These are general conditions only and where appropriate, will be applied in conjunction with specific terms and conditions provided with our quotation and other associated documentation relating to this development.



Llywodraeth Cymru  
Welsh Government

Plas Carew, Uned 5/7 Cefn Coed  
Parc Nantgarw, Caerdydd CF15 7QQ  
Ffôn 01443 33 6000 Ffacs 01443 33 6001  
Ebost [cadw@cymru.gsi.gov.uk](mailto:cadw@cymru.gsi.gov.uk)  
Gwefan [www.cadw.cymru.gov.uk](http://www.cadw.cymru.gov.uk)

Plas Carew, Unit 5/7 Cefn Coed  
Parc Nantgarw, Cardiff CF15 7QQ  
Tel 01443 33 6000 Fax 01443 33 6001  
Email [cadw@wales.gsi.gov.uk](mailto:cadw@wales.gsi.gov.uk)  
Web [www.cadw.wales.gov.uk](http://www.cadw.wales.gov.uk)

LRM Planning Ltd

Eich cyfeirnod  
Your reference

Ein cyfeirnod  
Our reference

DE

Reply by e-mail:

[admin@lrmpanning.com](mailto:admin@lrmpanning.com)

Dyddiad  
Date

13 April 2017

Llinell uniongyrchol  
Direct line

03000 258102

Ebost  
Email:

[amadminplanning@wales.gsi.gov.uk](mailto:amadminplanning@wales.gsi.gov.uk)

Dear Sir / Madam,

**Proposed development at: Northcliffe Lodge, Northcliffe Drive/Paget Place, Penarth, Vale of Glamorgan CF64 1DQ**

Thank you for your e-mail of 5 April 2017 inviting our comments on the pre-planning application consultation for the proposed development as described above. The following comments are based on information made available to us as part of the pre-application consultation and we will review our comments when we are consulted on the final planning application.

Applications for planning permission are considered in light of the Welsh Government's land use planning policy and guidance contained in Planning Policy Wales (PPW), technical advice notes and circular guidance. PPW explains that the desirability of preserving an ancient monument and its setting is a material consideration in determining a planning application whether that monument is scheduled or not. Furthermore, it explains that where nationally important archaeological remains, whether scheduled or not, and their settings are likely to be affected by proposed development, there should be a presumption in favour of their physical preservation in situ. Paragraph 17 of Circular 60/96, *Planning and the Historic Environment: Archaeology*, elaborates by explaining that this means a presumption against proposals which would involve significant alteration or cause damage, or which would have a significant impact on the setting of visible remains. PPW also explains that local authorities should protect parks and gardens and their settings included in the first part of the Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales.

The proposed development is located within the vicinity, c300m to the south, of the scheduled monument known as Penarth Churchyard Cross (Now in St Augustine's Church) (GM227); as the name suggests located within the church itself. There are no other designated historic assets in the vicinity and so no historic assets will be affected.

Mae'r Gwasanaeth Amgylchedd Hanesyddol Llywodraeth Cymru (Cadw) yn hyrwyddo gwaith cadwraeth ar gyfer amgylchedd hanesyddol Cymru a gwerthfawrogiad ohono.

The Welsh Government Historic Environment Service (Cadw) promotes the conservation and appreciation of Wales's historic environment.

Rydym yn croesawu gohebiaeth yn Gymraeg ac yn Saesneg.  
We welcome correspondence in both English and Welsh.



BUDDSODDWR MEWN POBL  
INVESTOR IN PEOPLE





Finally, there may also be undesignated historic assets that could be affected by the proposed development and, if you have not already done so, we would advise that you consult the Historic Environment Record held by the Glamorgan-Gwent Archaeological Trust, Heathfield House, Heathfield Road, Swansea, SA1 6EL.

Yours faithfully

**Dave Edwards**  
**Diogelu a Pholisi/ Protection and Policy**



**Cyfoeth  
Naturiol  
Cymru  
Natural  
Resources  
Wales**

Ein cyf/Our ref: **CAS-32554-J3Z8**  
Eich cyf/Your ref:

Rivers House  
St Mellons Business Park  
Fortran Road  
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CF3 0EY

Ebost/Email:  
[southeastplanning@cyfoethnaturiolcymru.gov.uk](mailto:southeastplanning@cyfoethnaturiolcymru.gov.uk)  
Ffôn/Phone: 03000 653 091

**FAO: Sam Courtney**

LRM Planning  
22 Cathedral Road,  
Cardiff  
CF11 9LJ

28 April 2017

Annwyl Syr/Madam / Dear Sir/Madam,

**STATUTORY PRE-APPLICATION CONSULTATION – TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (WALES) (AMENDMENT) ORDER 2016.**

**PROPOSED ERECTION OF 30 APARTMENTS AT NORTHCLIFFE LODGE, NORTHCLIFFE DRIVE/PAGET PLACE, PENARTH.**

Thank you for providing a requisite notice to us under Article 2D of the above Order. We received a copy of your proposed application, plans and other supporting documents on the 6 April 2017.

We have **no objection** to the proposed development in its current form. Please find advice below in respect of European Protected Species and Foul Drainage.

#### **European Protected Species – Bats**

We note that the bat report submitted in support of the above application, 'Bat and Reptile Surveys' prepared by David Clements Ecology Ltd dated June 2016, has identified that bats were not using the application site. We note that conclusions and recommendations do not have any comment to make with regards to European Protected Species (EPS). We therefore have no objection to the application as submitted.

We recommend you contact the Local Authority's Ecologist for further advice on the scope of the recommendations including proposed removal of trees on site. Please note should a

period of in excess of 2 years pass between the survey dates and submission of the planning application, we would advise you resurvey.

### **Further Advice**

You should be advised that, in addition to planning permission, it is your responsibility to ensure all other permits/consents relevant to the development are secured.

Please note that the view expressed in this letter is a response to a pre-application enquiry only and does not represent our final view in relation to any future planning application or legal consent made in relation to this site. We reserve the right to change our position. You should seek your own expert advice in relation to technical matters relevant to any planning application before submission.

If you have any further queries, please do not hesitate to contact us.

Yn gywir / Yours faithfully

**Lindy Barratt**

Ymgynghorydd Cynllunio Datblygu/ Development Planning Advisor  
Cyfoeth Naturiol Cymru / Natural Resources Wales